THE 50 WORST THINGS ABOUT SPORTS

MAD

IND ®

#408 AUGUST 2001 $2.99 CHEAP!

DIRECT SALES

40811>

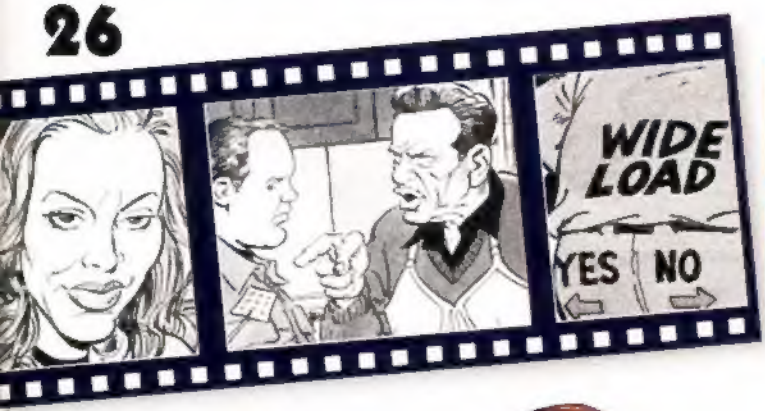
7 61941 20353 9

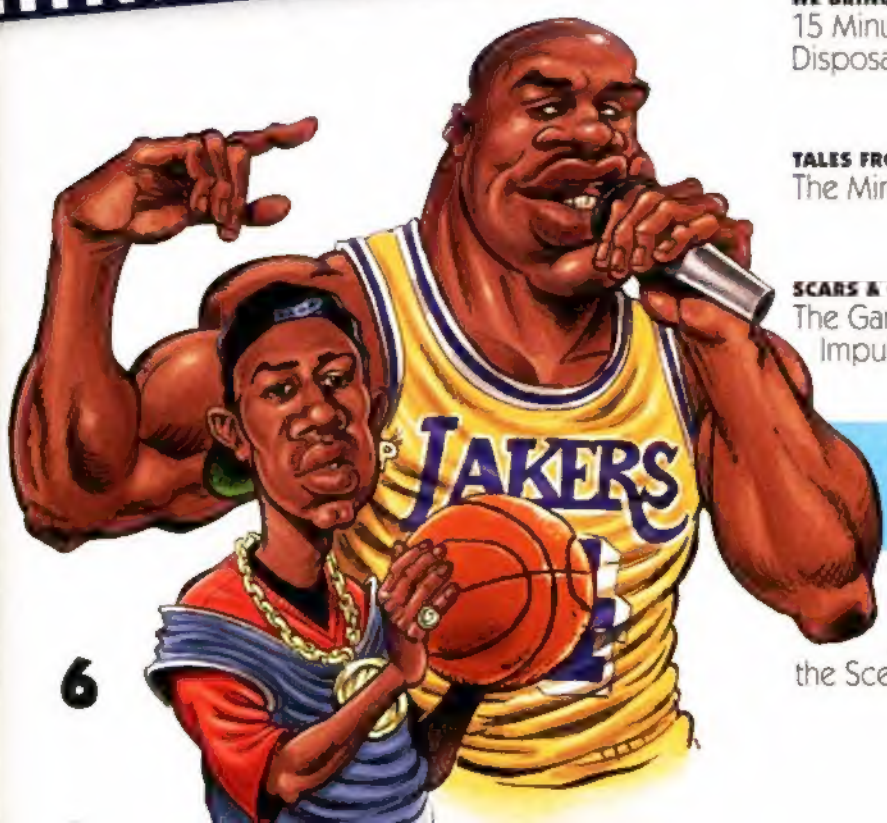
$4.50 CANADA

www.madmag.com

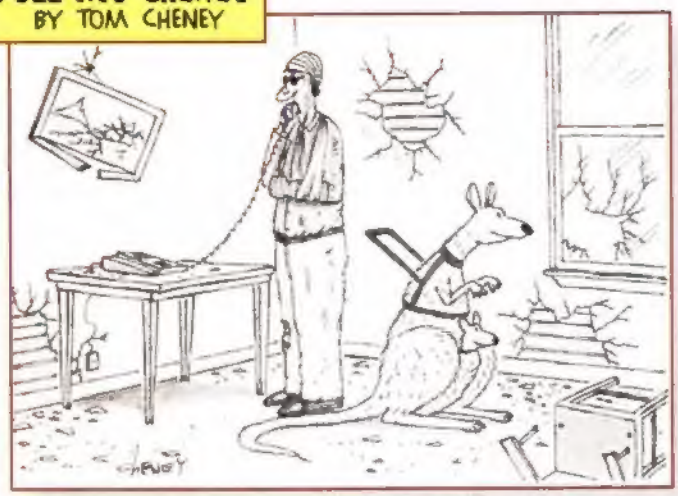
Real
Ad

MAD
NUMBER 408
August 2001





PULL MY CHENEY
BY TOM CHENEY



"HELLO, I'D LIKE TO SPEAK TO WHOMEVER IS IN CHARGE AT THE SEEING EYE ACADEMY."

DEPARTMENTS

LETTERS AND TOMATOES DEPARTMENT:
Random Samplings of Reader Mail.....4

LET THE SHAMES BEGIN DEPARTMENT:
MAD's 50 Worst Things About Sports.....6

SERGE-IN GENERAL DEPARTMENT:
A MAD Look at *The Mummy Returns*.....14

WE BRING YOU FLEETINGS DEPARTMENT:
15 Minutes of Fame — MAD's Latest Disposable Dozen.....18

TALES FROM THE DUCK SIDE DEPARTMENT:
The Miracle Jerker.....22

SCARS & GRIPES FOREVER DEPARTMENT:
The Garish Institute for Impulsive Plastic Surgery.....24

TELE-CHUBBY DEPARTMENT:
"The King-size of Queens" (A MAD TV Satire).....26

YOSEMITE SHAM DEPARTMENT:
A MAD Peek Behind the Scenes at a National Park.....31

MORE

Real
Ad

THIS MONTH IN HISTORY

AUGUST

SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

1997
The National Association of Cannibals Introduces New TV Campaign: "People. The Other Red Meat"

1994
Ben and Jerry Introduce New Flavor, "Fruity Formaldehyde"

1993
President Clinton Invites Mayor McCheese to Camp David Summit for Joint Effort to Reinstate the McRib

1989
Grumpy Old Men II Makes AFI's Top 5 Million Movies Of All Time List

1986
Park Ranger Accidentally Turns Wrong Valve, Shuts Off Niagra Falls for Two Hours

40

45

MORE DEPARTMENTS

WHEN EAT MEETS JEST DEPARTMENT:
MAD's Guide to Out-Of-Business Theme Restaurants...And the Reason They Went Belly Up **34**

ANGSTER'S PARADISE DEPARTMENT:
Monroe &...The TV Commercial **36**

JOKE AND DAGGER DEPARTMENT:
Spy Vs. Spy **40**

DISPLAY'S THE THING DEPARTMENT:
Dashboard "Idiot Lights" We Desperately Need **42**

SCHLOCK TILL YOU DROP DEPARTMENT:
The Shoddier Image Catalog **45**

MENNONITE OF THE LIVING DEAD DEPARTMENT:
If the Amish Used Zombies to Do Their Chores **47**

DANSON IN THE DARK DEPARTMENT:
"Bicker" (Another MAD TV Satire) **50**

GRIEVING LAS VEGAS DEPARTMENT:
MAD's Celebrity Cause-of-Death Betting Odds **55**

MARGINAL THINKING DEPARTMENT:
"Drawn Out Dramas" by Sergio Aragones ..... **Various Places Around the Magazine**

"Understatement is a zillion times more effective than exaggeration!"

FRONT COVER ARTIST: C.F. PAYNE

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 408, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

WRITER'S SCHLOCK

For many years I have read your magazine and enjoyed the amalgamation of drawing and writing. Over the years, however, I have become increasingly disturbed at your mistreatment of your writers. Typically, you give credits labeling the contributors as writers or artists. But writers are artists too. Your behavior probably violates some federal law and I respectfully submit that before you get into trouble you should start addressing your writers as literary artists, unless you feel writers are a bunch of idiotic, spittle-spraying, head-banging, nose-picking, self-fondling undeserving reprobates.

Les Weinberg, Stony Brook, NY

Lester — Just to clear things up, we don't feel that *all* writers are idiotic, spittle-spraying, head-banging, nose-picking, self-fondling undeserving reprobates, just certain writers of letters — you follow? —Ed.

Make A Dumb Wish Foundation™

I have been a reader of MAD for a while. I would like to make a dumb wish. I can't stand those darn Entenmann's commercials. They drive me insane. In my nightmares, I feel like my seventh grade mind will turn into a donut and Whoopi Goldberg will come and take a bite out of me. So please accept my dumb wish for the *Make A Dumb Wish Foundation™* and make fun of them in your magazine.

Bill Reed, Oak Forest, IL

Billy Boy — As you know, it's the sacred mission of the *Make A Dumb Wish Foundation™* to grant dumb wishes whenever and wherever possible. But make fun of Entenmann's? Oh, those donuts...some with chocolate, some with crumbs. And those rings with the creamy white icing...they just melt in your mouth. Entemann's is one of God's greatest little gifts to the world. Ooo, we wish we had free boxes and boxes of Entenmann's here at the *Make A Dumb Wish Foundation™*, conveniently located at 1700 Broadway, New York, NY 10019 on the 5th floor. That's our wish, and it sure ain't dumb! Anyway, thanks for writing! —Ed.

P.S. We also like Krispy Kreme donuts and we wish we had free boxes and boxes of those as well! —Ed.

MAD'S CHEESIEST READER

While recently indulging myself in MAD, I noticed a MAD Mumbling in issue #402 that I frankly disagree with. Mumbler "JQ" writes "Cheese has its ups and downs." There is no downside to cheese! Frankly, I find this to be very offensive. I stand and congratulate cheese enthusiasts such as myself. Cheese is not just a food, it is a way of life. I believe cheese may be the answer to all of our problems (yes, even world hunger). I demand that this blatant disregard for cheese be stopped immediately.

Karl Peterson, Yakima, WA

Herr Karl — Your borderline obsession with cheese strikes us as a bit odd, but we'll play along. We bet your favorite TV show is *NYPD Bleu Cheese*, your favorite movie is *A Few Gouda Men* and your favorite magazine is *Cheddar Homes and Gardens*! Readers, what do you think Karl's favorite book, video game and rock band is? Send your cheesy suggestions to: MAD Magazine, ATTN: Amy, The Big Cheese, 1700 Broadway, New York, NY 10019 and we'll print the best of them! —Ed.

"INSTANT MUSIC REVIEWS" REVIEWED

In MAD #405, artist Rick Tulka screwed up on Jennifer Lopez's arm in "Instant Music Reviews." Take a good, close look at the arm that isn't holding the microphone. Notice anything peculiar? The arm is twisted and appears to have two elbows! One is in the correct position beneath her hair and the second one is halfway down her forearm!

Neel Nayak, East Brunswick, NJ

Whoa Neely — Thanks for your very astute letter. You're right about Lopez's dual arm. But that's the least of Tulka's artistic boo-boo's. Among the other mistakes in "Instant Music Reviews" pointed out by MAD readers were: Elton John isn't paunchy enough; no cottage cheese butt on Alanis Morrisette; Britney Spears' top isn't revealing enough; there's no AARP card sticking out of Stevie Nick's hat; the pigs listening to Garth Brooks aren't rolling around on the floor writhing in pain, and Tulka took too much artistic license with Ricky Martin's package (if you know what we mean)! As long-time readers of the Letters Page know, we've had numerous incidents with Monsieur Tulka and his "artwork" over the years and these are just more damning and troubling notations in his permanent record! —Ed.

100 PAGE !?
AN XTRA LARGE ASSEMBLAGE OF MAD CLASSIX
MAD XL
DUCK EDWING'S INVISIBLE !
HARRISON FORD'S 4 MOST FEEBLE FLICKS
FEATURED ARTIST GEORGE W!
THAT'S RIGHT, GEORGE WOODBRIDGE IS OUR ARTIST OF THE ISSUE!
EXCLUSIVE BOOK EXCERPT!
MAD NEUROTICA
Alfred E. Neuman

FAX MAD AT (212) 506-4848!

MAD #409 ON SALE AUGUST 21!
MAD COLOR CLASSICS #4 ON SALE AUGUST 21!

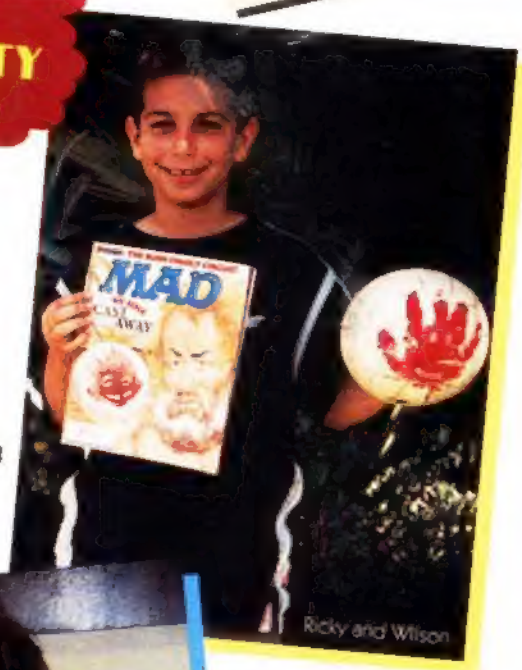
ATTENTION SUBSCRIBERS
For all subscription-related matters (including change of address) in the U.S. and Canada, please call 1-800-4 MAD MAG or write P.O. BOX 52345, Boulder, CO 80322-9345! Please DO NOT phone, write, fax or E-mail our New York office — we're too dumb to help you there!

MAD CELEBRITY SNAPS

I was walking along the beach, when suddenly I saw Wilson the volleyball! It was cool so I took it home and took the picture of it with my new MAD that had the *Cast Away* picture of Tom Hanks and Alfred E. Wilson.

Ricky Lizarraga, San Marcas, CA

Rickster — Bingo! Extra points for inventiveness! But you should have had Wilson holding the issue — then you could have scored a three-year subscription. But instead, you're just getting the one-year subscription. Oh well, that's the way the ball bounces! —Ed.



Fabulous MAD babe Marla Wyche recently caught up with Valerie Harper, nee Rhoda Morgenstern from the old Mary Tyler Moore Show. Valerie was out plugging her book Today I Am A Ma'am, which, coincidentally, features artwork by Rick Tulka, you know, the guy who screwed up the artwork in "Instant Music Reviews!" Fa!

INSTANT MAMA'S GONNA GET YOU!

I was just reading your March issue and I wanted to let you know that I want to adopt Monroe.

Michele, Frenchtown, NJ

Michele My Belle —Adopt Monroe?! You must really be sippin' the Monkey Juice! But...it's a deal! You can pick up Monroe next Friday. The little scamp will be waiting with his bags packed in MAD's lobby. Don't forget to bring a handtruck. Thanks for adopting! —Ed.

KEEPING UP WITH THE JONESES

In your "Celebrity Cause of Death Betting Odds" for George W. Bush in MAD #405, you have an honorary degree for Bob Jones University under his tombstone. This is incorrect. W graduated from Yale. It was actually Attorney General John Ashcroft who received an honorary degree from Bob Jones U. Just trying to clear things ups!

Tom Casella, Pittsgrove, NJ

Tommy Boy — Good catch! We checked and discovered that George W. was awarded his honorary degree from Apex Tech — it should be noted that because it was just an honorary degree he didn't receive his own set of tools upon graduation. Thanks for writing and God Bless America! —Ed.

MAD

William M. Gaines
founder

Jenette Kahn
president & editor-in-chief

Paul Levitz
executive vice president & publisher

Nick Meglin & John Ficarra
editors

Editorial:

Charlie Kadau & Joe Raiola
senior editors

Amy Vozeolas *assistant editor*
Dick DeBartolo *creative consultant*
Dorothy Crouch *vp-licensed publishing and associate publisher*

Art Department:

Sam Viviano *art director*
Nadina Simon *associate art director*
Leonard Brenner *graphics consultant*
Marla Wyche *production artist*
Ryan Flanders *production artist*

Circulation:
Tracy Bowen *manager-newsstand sales*

Administration:
Patrick Caldon *vp-finance & operations*
Alison Gill *exec. director - manufacturing*
Lillian Laserson *vp & general counsel*

Contributing Artists And Writers
the usual gang of idiots

MAD (ISSN 0094 9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues $24.00 or 24 issues $45.00 or 36 issues $60.00. Outside U.S.A. (including Canada): 12 issues $30.00 or 24 issues $57.00 or 36 issues $78.00. (Canadian price has GST tax included.)

Entire contents © copyright 2001 by E.C. Publications, Inc.

Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 52345 Boulder, CO 80322-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

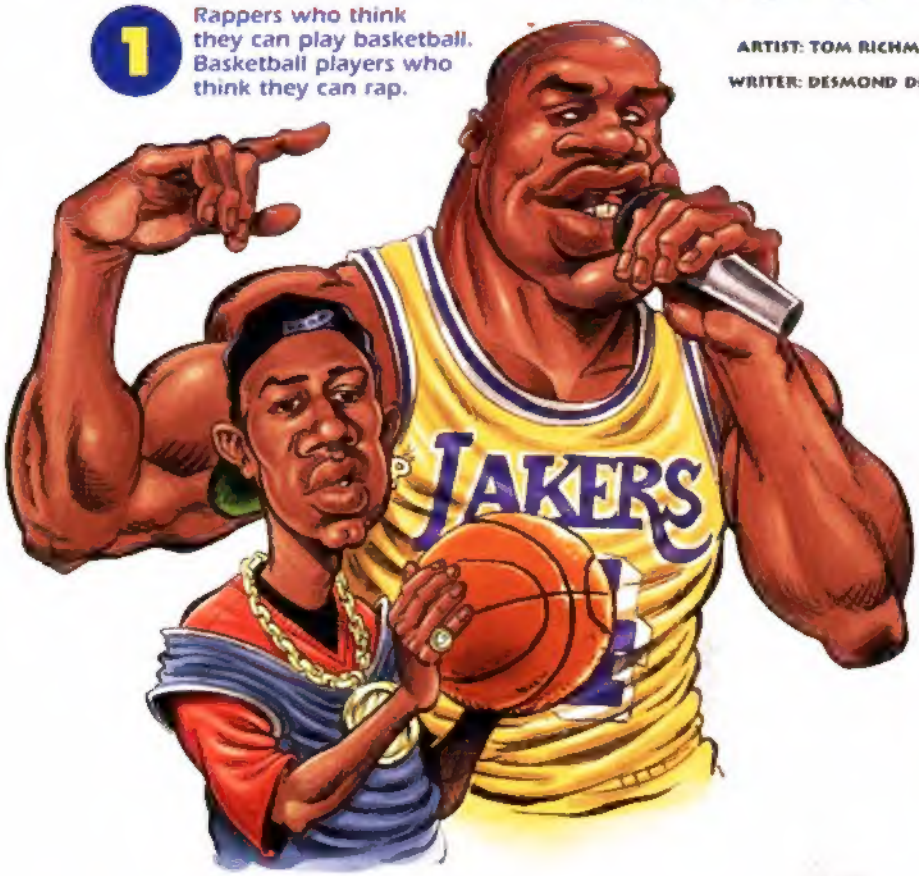
Last June, MAD rocked the publishing world by compiling the first ever authoritative list of the 50 Worst Things About Television. Now we're back with an even more disturbing list, this one on the slimy world of sports. Where to begin? With the obnoxious athletes, the equally obnoxious owners, the pretentious and ass-kissing announcers, or the obsessed sycophant fans? It's a tough call. Ah, but when the going gets tough, the tough get going.But we're giving it 110%! Yes sir, we really came to play! And we'd like to thank the good Lord for helping us put together...

MAD's 50 WORST THINGS ABOUT... SPORTS

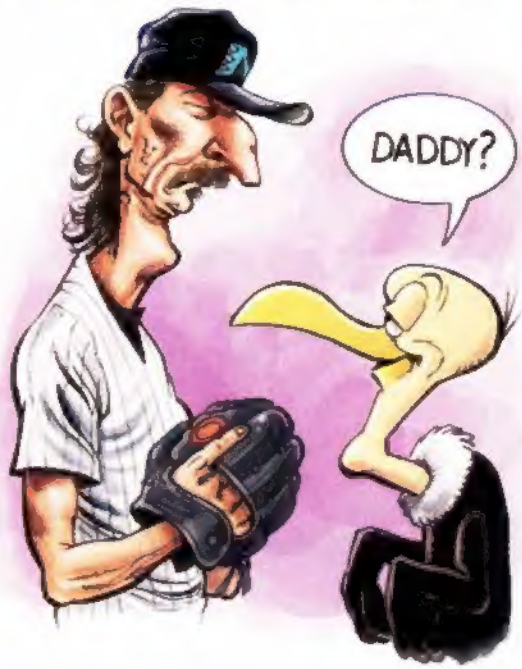
ARTIST: TOM RICHMOND

WRITER: DESMOND DEVLIN

1 Rappers who think they can play basketball. Basketball players who think they can rap.



2 Fastball king Randy Johnson's unpleasant physical resemblance to that stork who used to go "Uh HUH, uh HUH" in those Bugs Bunny cartoons.



3 Wide receivers who catch a fourth-quarter garbage pass that cuts the other team's lead to just 29 points, then freeze, pose and point up to the sky to "thank the Man Upstairs." Earth to dipstick, Earth to dipstick. Your team is in the toilet! Isn't it obvious God hates them personally?

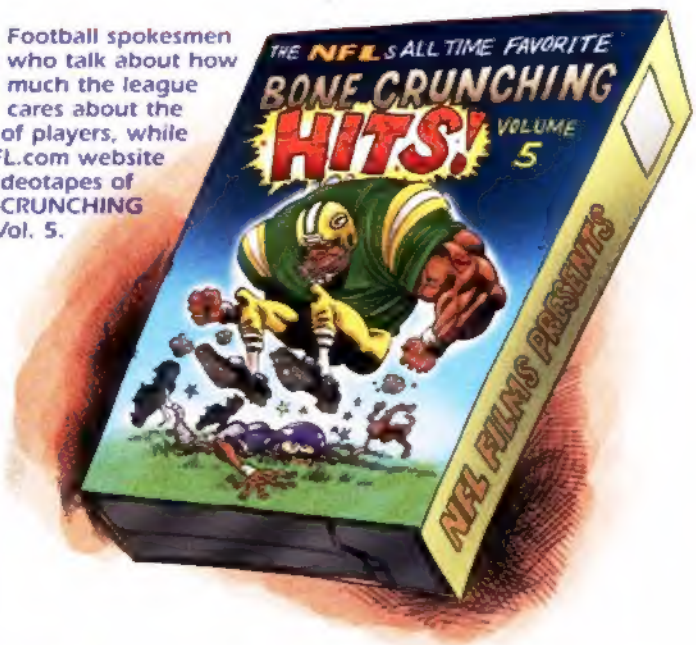
4 The Seniors Golf Tour. In most families, when Grandpa starts wandering on the lawn dressed in a purple shirt and green shorts, it's time to sign the papers.

5 Athletes who say they're being "disrespected" by a $146 million, 6-year contract offer, because the sixth year contains an unguaranteed buyout clause.

6 Turdwipes down front with cell phones who spend the entire game going, "Am I on now? Can you see me now?"

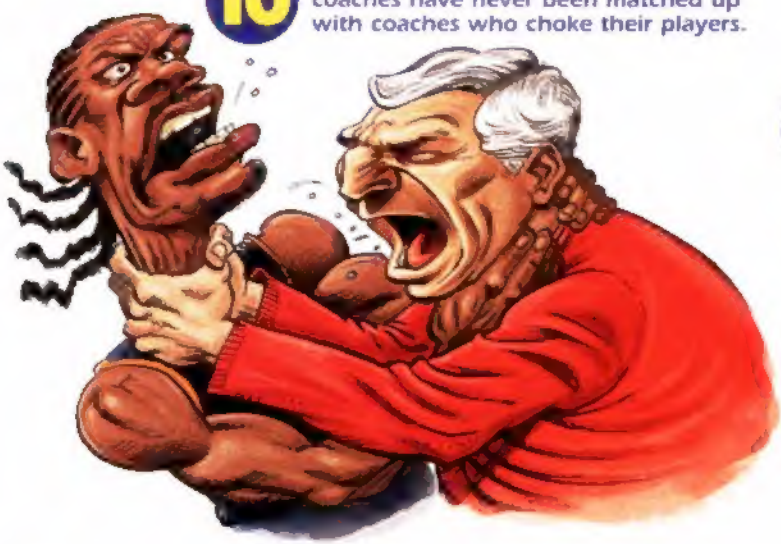
7 Inbred racecar fans who despise Jeff Gordon for secret, inside reasons that normal people don't bother trying to understand. We're guessing they hate the guy because he appears to have more than 30 teeth, and because he rolls down his side window before spitting.

8 Football spokesmen who talk about how much the league cares about the safety of players, while the NFL.com website sells videotapes of BONE-CRUNCHING HITS, Vol. 5.



9 Stadium concession prices: OPEC ministers are jealous over what stadium beer vendors can get away with charging per ounce.

10 The fact that players who choke their coaches have never been matched up with coaches who choke their players.



11 Olympic host countries who "salute" their native culture by dressing some shlub up as a giant blue mammal, or marsupial, or something.

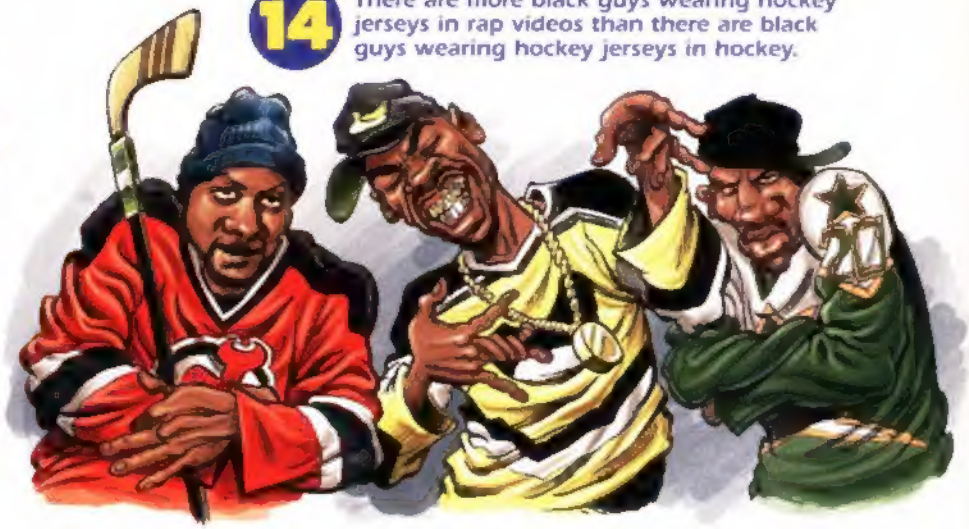
12 ESPN newscasters throwing "clever" catch phrases at the wall every 15 seconds, in the desperate hope that one of them, any of them, will stick.

Kobe Bryant added 28 points in a losing effort.
Kobe Say Relax. Don't Do It! Pardon me, have you got any Grey Poupon? Thundercats Ho! It's a heapin' helpin' of natural goodness! In the Land of the Lost, Kobe's the head Sleestak! CHUMBAWAMBA! I'd like to use the 50-50! Cycle Four, for older dogs! Put that one in the Dewey Decimal System! GET OFF MY PLANE! It puts the lotion in the basket!

13 The sinking notion that, somewhere out there, Dennis Rodman isn't done with us yet.

MAD's 50 WORST THINGS ABOUT... SPORTS

14 There are more black guys wearing hockey jerseys in rap videos than there are black guys wearing hockey jerseys in hockey.

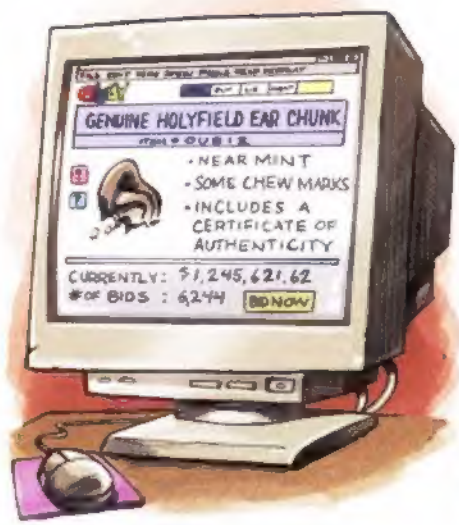


15 How do we have any confidence in the President's ability to handle peace negotiations and nuclear weapons, when he can't even make a 25-cent phone call to the Super Bowl locker room without major static, breakups, echo, and an annoying five-second delay?

16 Michael Jordan's been retired for a couple of years now, yet Ahmad Rashad still hasn't washed the taste of His Airness' butt out of his mouth.

Michael! Michael! As the greatest player in NBA history...check that, the greatest human ever to live...was your lone regret that you were never privileged to watch yourself grace the globe with your divine dribble, due to the rotten time-space continuum?

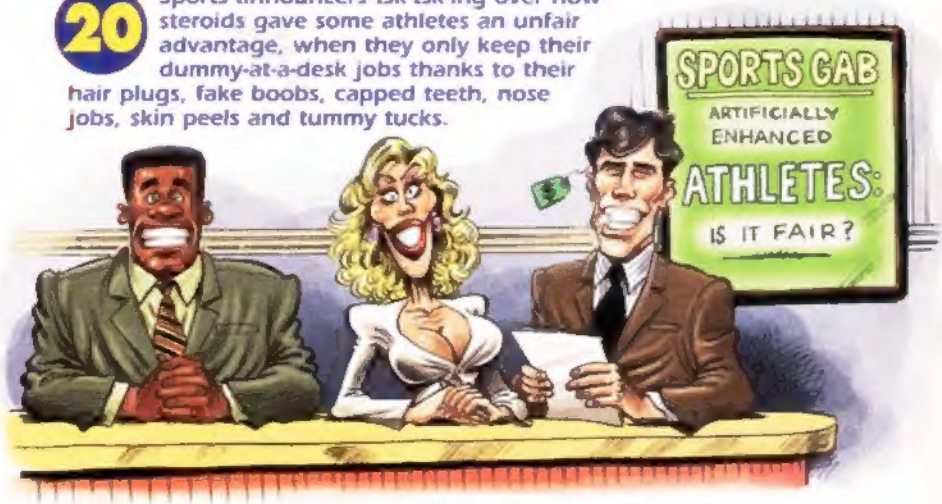
17 The chilling thought that if that chunk of Evander Holyfield's ear ever showed up on eBay, the bidding war among brainless fans would skyrocket through the roof.



18 World Series games that start later than the big operation scene on *ER*.

19 Football teams who go 2-14, then fire the kicker.

20 Sports announcers tsk-tsk-ing over how steroids gave some athletes an unfair advantage, when they only keep their dummy-at-a-desk jobs thanks to their hair plugs, fake boobs, capped teeth, nose jobs, skin peels and tummy tucks.



21 Networks like Showtime and HBO deciding that the primary skill required to make a person a good boxing announcer is having spent his last 20 years getting punched in the head

You can see Ohlinger using his superior reach to cut off the ring. He's peppering Larkin with what seems almost a surgical approach. Champ, how would you characterize the last three rounds in terms of strategy?
Mmmm, I like po'k chops!

22 The growing trend of misspelling new sports franchises such as the Utah Starzz the Memphis Maniax the Pittsburgh CrosseFire the Nashville Kats or the L A Xtreme Hey, jeenyusses! Heers ten dollurs Go by a dickshunerry!

23 The fact that you can no longer say the word "goal" anywhere, to anyone, in any context, without some bonehead shrieking GOOOOOOOOOAAAALLLLLLL!!!"

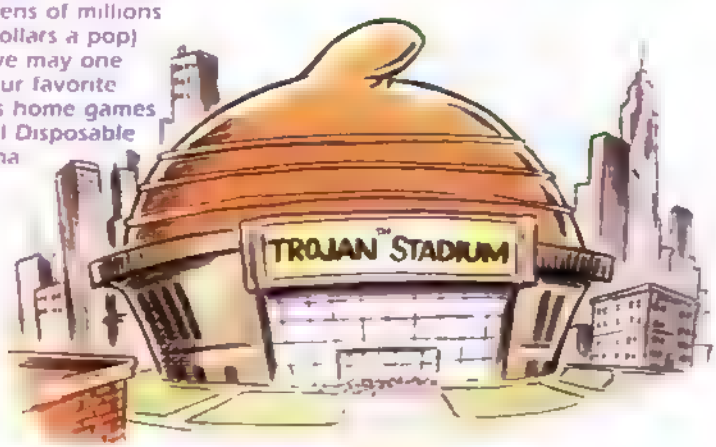
24 The football owners who still won't change the racist Washington Redskins name because it's actually a tribute to the bravery and courage of the Native American Heres an idea lets honor the NFL brass by calling the next expansion team The Triple-Chinned Alcoholic Crackers

25 Green Bay Wisconsin Cheeseheads." They make us want to sneak into a Packers game and unleash a thousand starving rats

26 Mark McGwires increasingly disturbing-looking roast beef neck

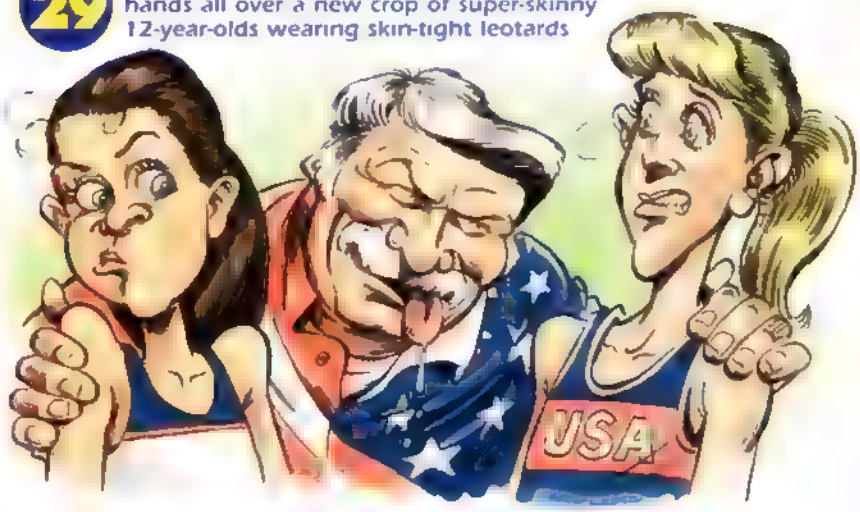
27 Mindless spreadsheet numbers crunchers who claim that anything and everything is a new record Hey did you know that Red Sox outfielder Trot Nixon just set the all-time major league record for ground rule doubles in a season by a guy named Trot ?

28 Rampant corporate stadium re-namings (at tens of millions of dollars a pop) mean that we may one day watch our favorite team play its home games at Massengill Disposable Douche Arena



MAD's 50 WORST THINGS ABOUT... SPORTS

29 Olympic walrus Bela Karolyi putting his ham hands all over a new crop of super-skinny 12-year-olds wearing skin-tight leotards



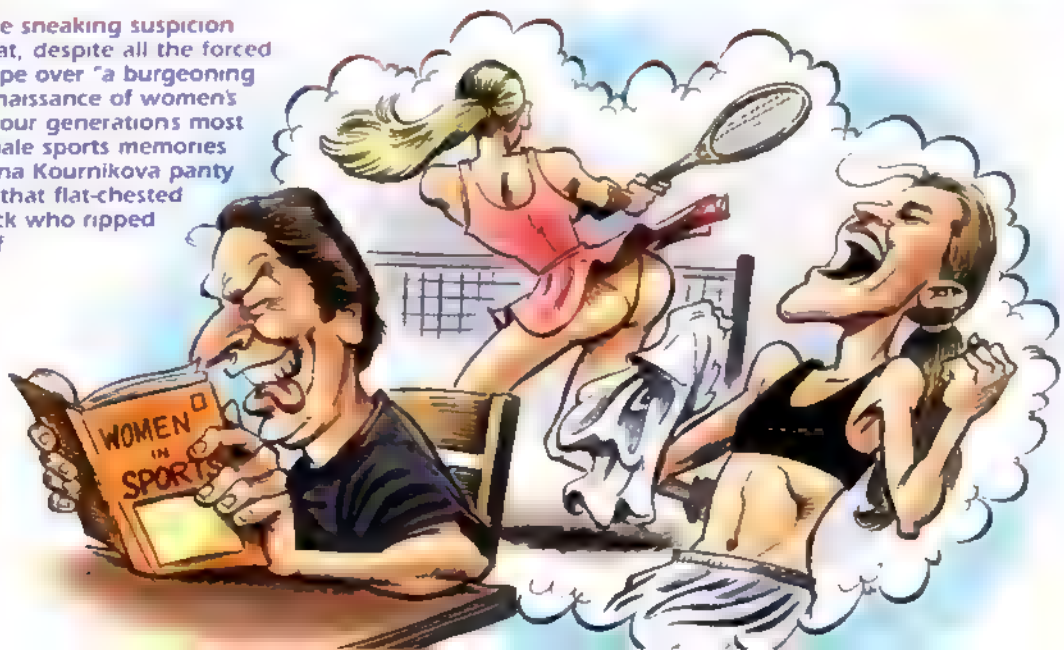
30 ESPN2. Two? TWO? How can a network that has to run "SportsCenter" 18 times in a 24-hour day think they need a second channel to put on all the "other" stuff they just haven't had the chance to show?

31 The Chicago Cubs' incredible management expertise. Hmm, lets see. We've been a sports disgrace for almost a full century, and the future looks twice as bleak... how can we turn things around? I've got it. Chief, lets spend two years pissing off Sammy Sosa!

32 The pommel horse. We just don't like it.

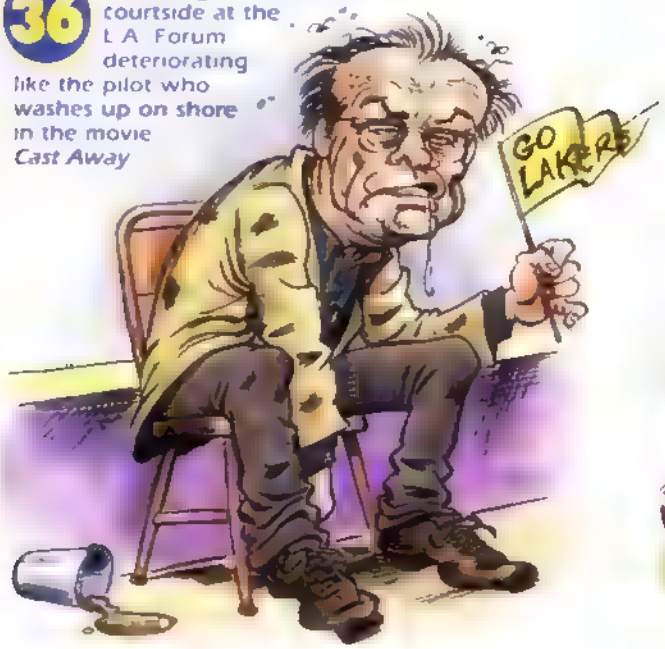
33 Self-important pumpkinhead Jerry Krause who was positive he could break up the Chicago Bulls and rebuild 'em. Don't worry Jer. As soon as they can insert Michael Jordan's DNA into a kangaroo, maybe your Bulls'll have a shot at the second round of the playoffs again.

34 The sneaking suspicion that, despite all the forced hype over "a burgeoning renaissance of women's athletics," our generations most classic female sports memories will be Anna Kournikova panty shots and that flat-chested soccer chick who ripped her top off



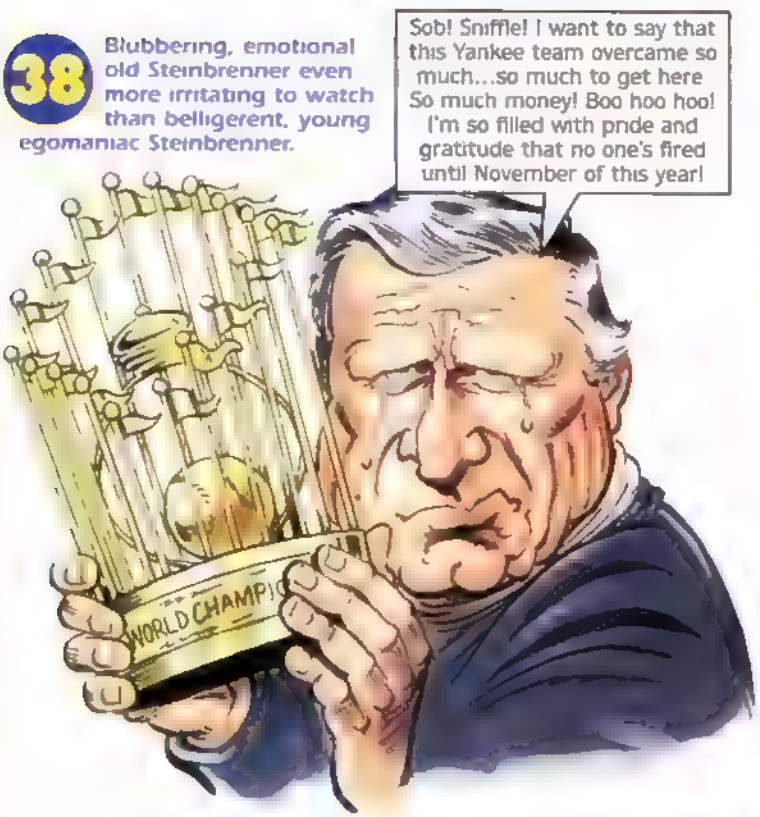
35 Miami Heat coach Pat Riley putting so much effort into his appearance just to look like the kind of guy who gets whacked 40 minutes into a Martin Scorsese movie.

36 Watching Jack Nicholson courtside at the L.A. Forum deteriorating like the pilot who washes up on shore in the movie *Cast Away*



37 The XFL: It took NBC an entire season to figure out what viewers knew after the first quarter of the first game. Vince McMahon doesn't know squat about REAL sports

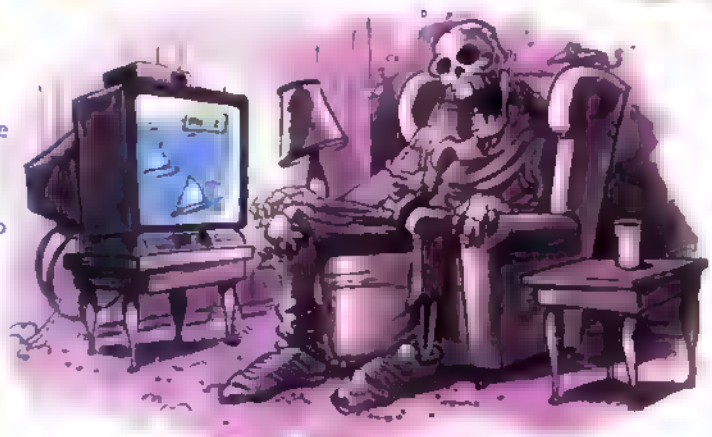
38 Blubbering, emotional old Steinbrenner even more irritating to watch than belligerent, young egomaniac Steinbrenner.


Sob! Sniffle! I want to say that this Yankee team overcame so much...so much to get here So much money! Boo hoo hoo! I'm so filled with pride and gratitude that no one's fired until November of this year!
WORLD CHAMPS

39 The plausibly live Olympic coverage that lets us all thrill to two and a half hours of NBC buildup for a 9 second race that was already over last night

40 Too many freakin Gumbels

41 ESPN's annual coverage of America's Cup We get to stare at a never-changing camera shot of two yachts for two weeks in a best-of-13 scenario that nobody in the world who doesn't have a trust fund cares about WHOO HOOO!!!!

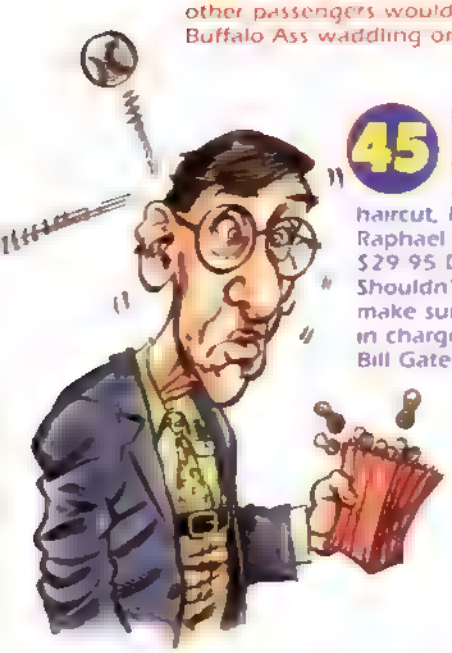


42 Sports wrapups that announce the results of meaningless cnn com/sports or espn com polls with a straight face 300 morons pound Vote over and over until Shawn Kemp gets 88 of the vote for Greatest Basketball Player Ever with Wilt Chamberlain and Bill Russell tied at 4 apiece

MAD's 50 WORST THINGS ABOUT... SPORTS

44 The unending noise over John Madden's private bus. Yeah, we get it. Madden hates to fly. GOOD! Did you ever think how afraid the other passengers would be if they saw Mr. Buffalo Ass waddling onto THEIR airplane?

45 Baseball owner-turned-commissioner Bud Selig and his SuperCuts haircut, his Sally Jesse Raphael glasses, and his $29.95 Don Knotts suit. Shouldn't any manly sport make sure they have a guy in charge who could take Bill Gates in a slapfight?



46 Everybody's Sucky Posters Non-Stop

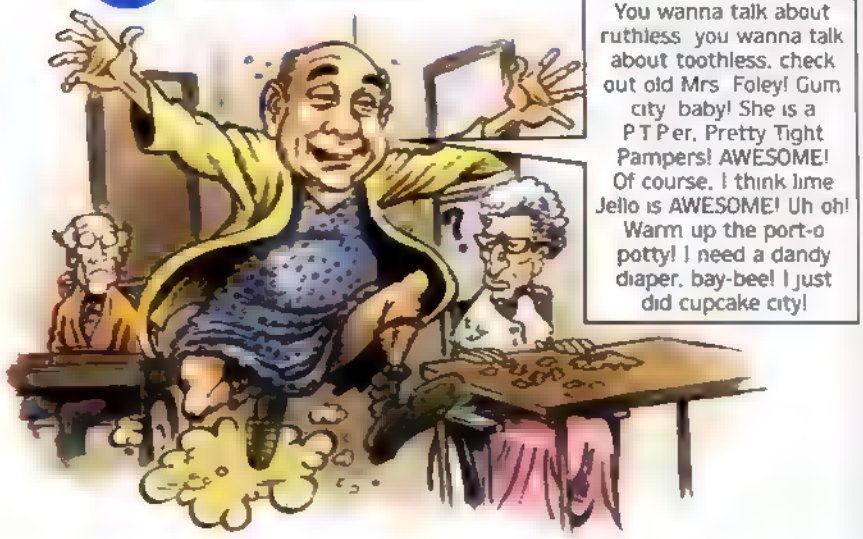
47 The Olympic Dream Team. Nothing exemplifies the Olympic ideal better than Allen Iverson bumping the final score up to 128.50 by slamma jamming over the jaundiced face of a 5 foot 10 Lithuanian center named Ggllh.

48 Notre Dame football. If the team went 1-11, the television suits would STILL give them a prime time bowl game.

49 Roving gangs of ultra-violent hooligans who plague a real game like soccer, instead of a sport where it would be so much funnier, like bowling or ice dancing.

50 Watching the batters in the Little League World Series call "time" to adjust themselves when their testicles haven't even dropped yet.

43 Dick Vitale: If he behaves like this NOW, what happens when he goes senile and loses all his inhibitions?

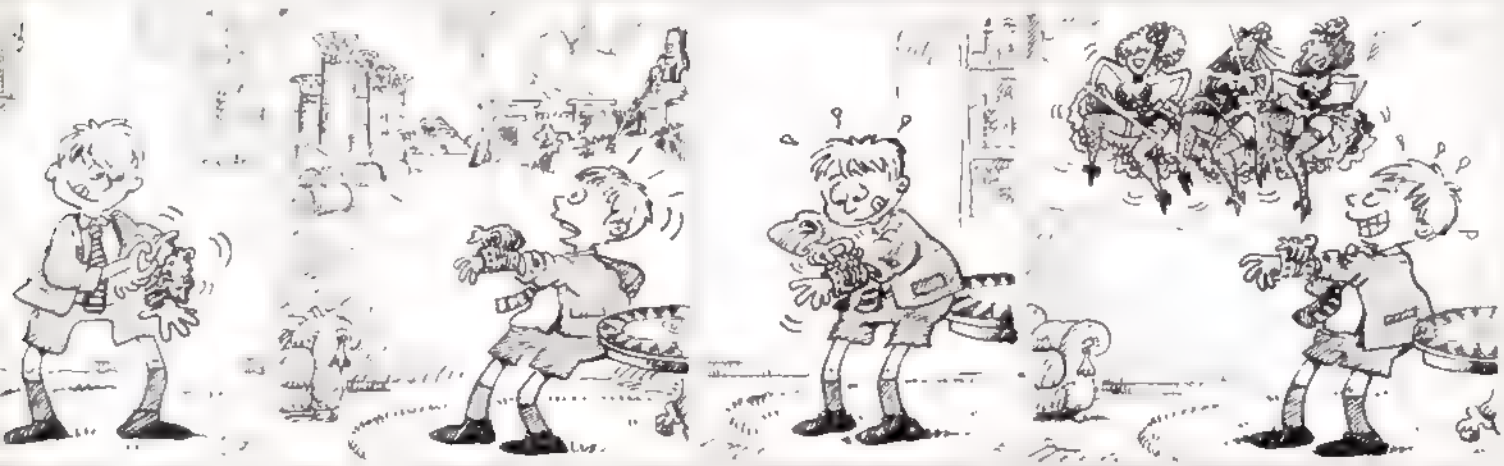

You wanna talk about ruthless, you wanna talk about toothless, check out old Mrs. Foley! Gum city, baby! She is a P.T.P.er, Pretty Tight Pampers! AWESOME! Of course, I think lime Jello is AWESOME! Uh oh! Warm up the port-o potty! I need a dandy diaper, bay-bee! I just did cupcake city!

Real
Ad

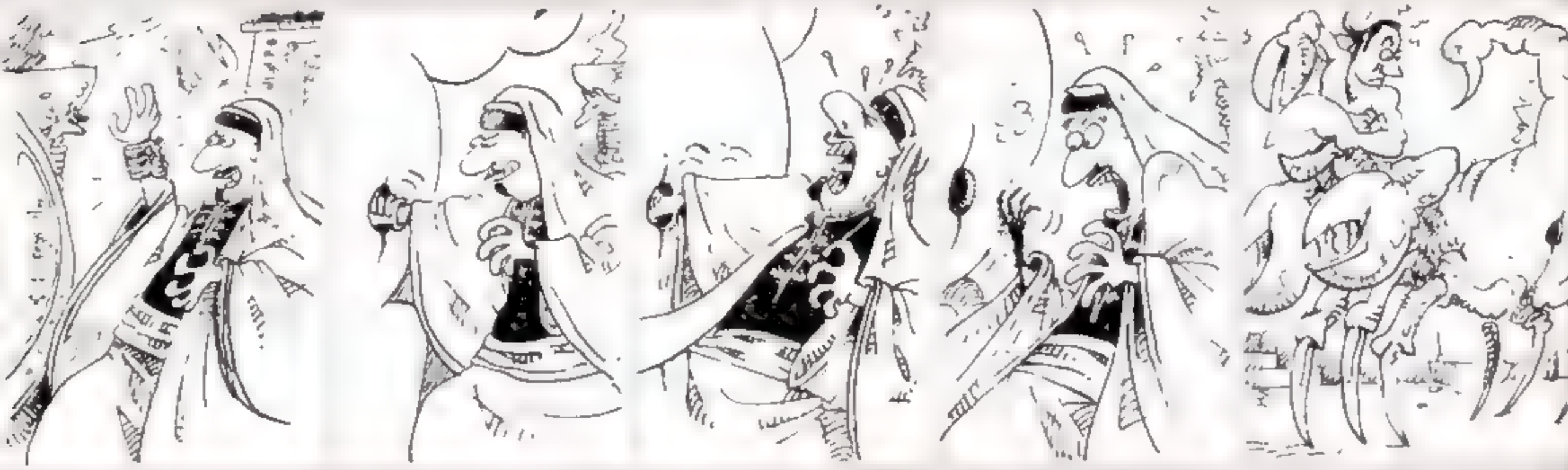
A MAD LOOK AT THE

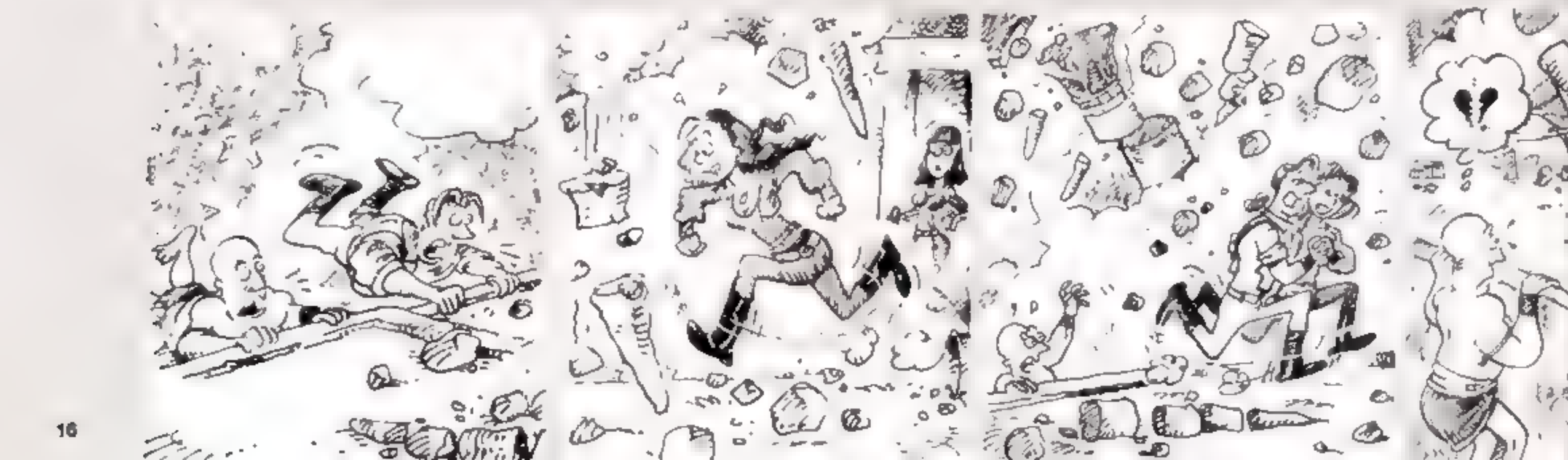
ARTIST AND WRITER SERGIO ARAGONES

MUMMY RETURNS



ZIPP!





TOURS
CLICK
OOPS!

15 MINU

MAD'S LATEST

It's time to honor once again
The ones who reached the summit,
Then soon would find in days to come
How quickly they could plummet;
So here they are, this hotshot crew
Whose glory came and went;
Their final moment in the sun
Has come as we present...

BAHA MEN

"Who let the dogs out?"
Comes the god-awful shout
As their lyric incessantly blares;
We hear the refrain,
We reply in great pain –
"Who Let the Dogs Out?
Who? Who? Who cares?"

FLUFF

Fluff relished success,
Got some fabulous press;
On the fairway with Tiger he'd strut;
But you're way over par
When you upstage a star –
Bye, bye, Fluff, you did not make the cut.

BUDWEISER'S "WHASSUP" GUYS

It was scarcely high art
Like a belch or a fart
When the tube they'd [illegible] and pollute.
We were lucky indeed
[illegible]
[illegible]

BIG MOUTH BILLY BASS

From his plaque he would croon
A deplorable tune,
That repeat it 'gainst ev'ryone's wishes.
We can sigh with relief
That his life was quite brief;
Let's give thanks – he now sleeps with the fishes.

ARTIST: DREW FRIEDMAN WRITER: FRANK JACOBS

TES OF FAME

DISPOSABLE DOZEN

THE PETS.COM SOCK PUPPET

its investors wiped out,
There was clearly great doubt
[illegible] its own keep,
So, with grief and misery,
Like most dotcoms today,
[illegible]

RICK LAZIO

When Rudy withdrew,
The Republicans knew
That their chances of winning were dead;
So they offered up Rick,
Whose campaigning meant dick —
Hell, the chump should have stayed home in bed.

KATHERINE HARRIS

[illegible]

LINDA CHAVEZ

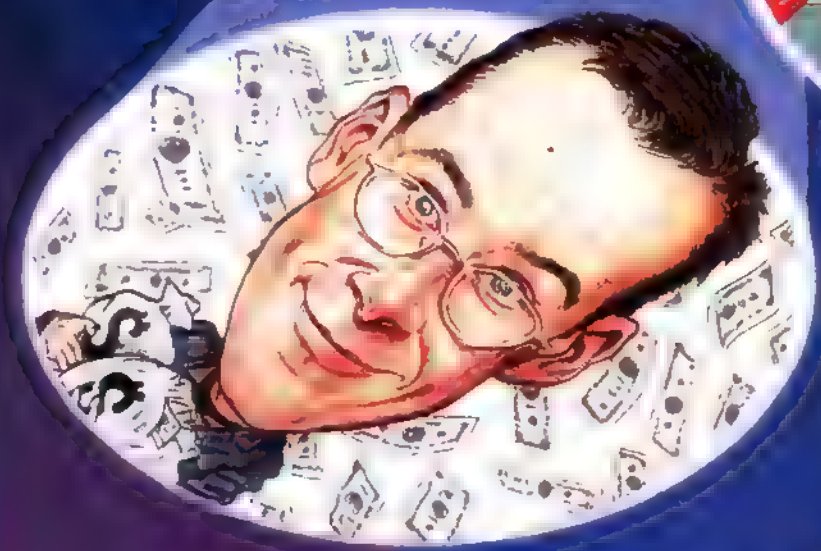
Her maid, Feds made clear,
Was illegally here;
Thus our new Labor Sec she won't be.
Since she's jobless today,
Let her work for low pay,
Cleaning public latrines in D.C.

15 MINUTES OF FAME

MAD'S LATEST DISPOSABLE DOZEN

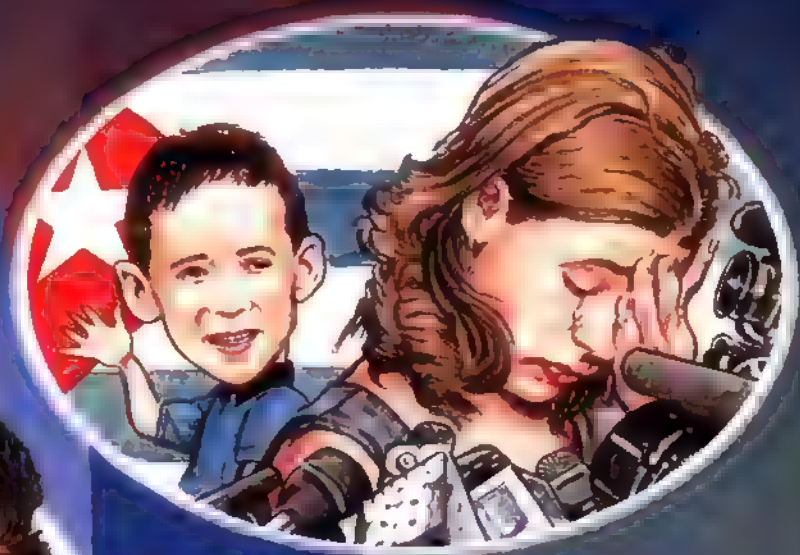
JOHN CARPENTER

As the first "Millionaire"
Regis crowned on the air,
He was showered with many a platitude
But he still goes to work
As an IRS clerk –
Lucky guy – his own tax bill was small!



MARISLEYSIS GONZALEZ

As Elian's cousin,
She kept us all buzzin',
But shortly her motives were clear –
The way to be seen
Ev'ry night on the screen
Was to keep the poor kid sitting here.



DARVA CONGER

With her "privacy" gone,
She survived and moved on,
When in Playboy she posed in the raw.
Half the world now has viewed
Darva totally nude,
Which is more than poor Rick ever saw.

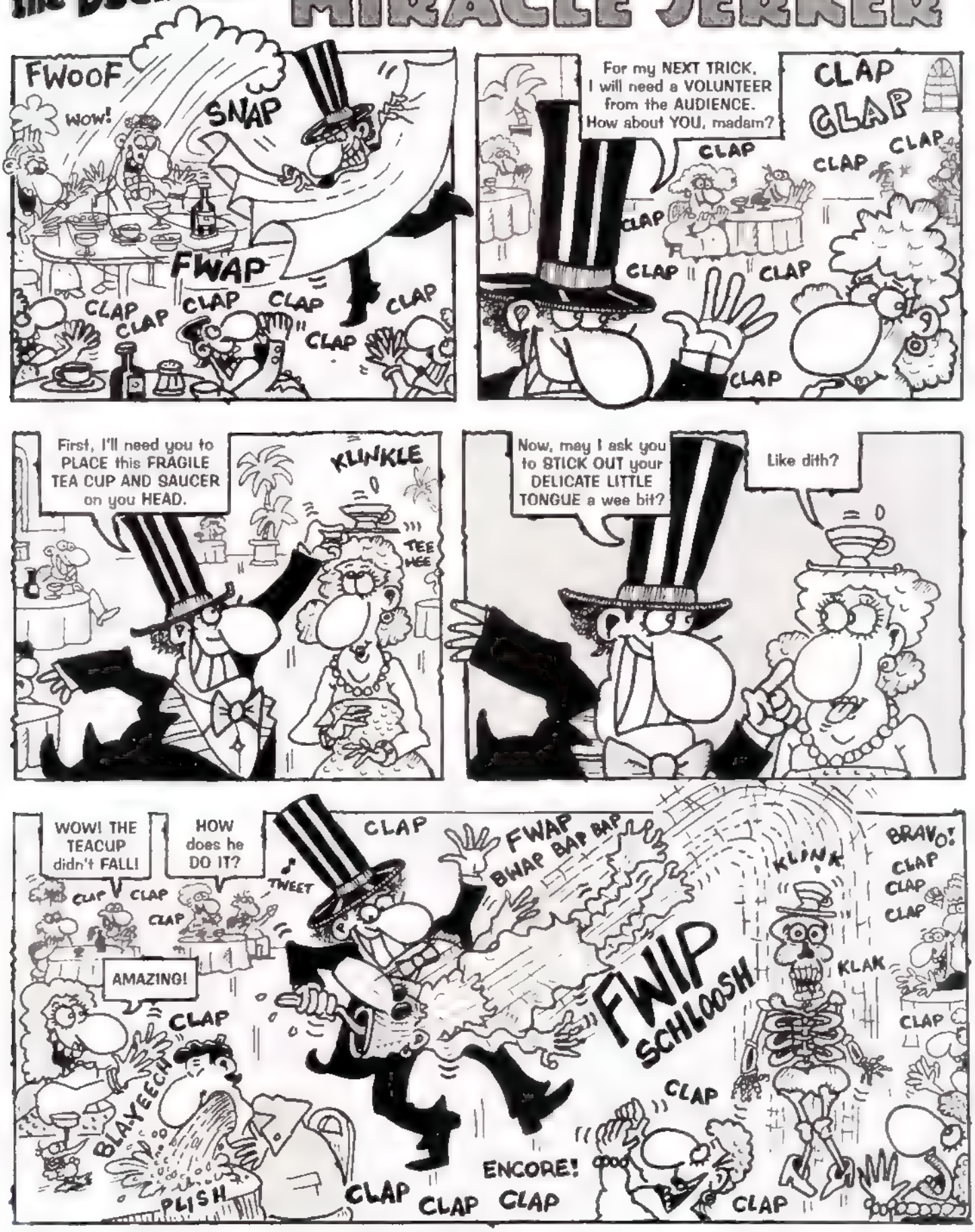
RICK ROCKWELL

He came off like a schmuck
So for us it's good luck
That he isn't hot news any longer.
Still, we feel for the guy,
If you want to know why,
See our ditty about Darva Conger.

Real
Ad

TALES FROM the DUCK SIDE

THE MIRACLE JERKER



ARTIST AND WRITER, DUCK EDWING

Real
Ad

January is "Neck Flap Circumcision Month!" February is "Tongue Hair Removal Month!" March is "Reconstituted Thighs Month!" May is "Butt Crack Retouching Month!" June is "Wart Buffing And Polishing Month!" July is "Toe Cleavage Enhancement Month!" August is "Pockmark Replacement Month!" September is "Eyebrow Replacement Month!" October is "Say Good-bye To Man Breasts Month!" November is "Pockmark Repavement Month!" December is "Recontoured Knuckles Month!"

Tired of Being Freakishly Ugly?

Now You Can Have the Body You Want at a Price You NEVER Imagined!

The Garish Institute For Impulsive Plastic Surgery

For thirteen months, The Garish Institute For Impulsive Plastic Surgery has been helping the hideously ugly, disturbingly large and the excessively vain think they look better with the help of the latest radical surgery procedures. Our board certified Dermatologists, Taxidermists and Philatelists see the true beauty of every ass that walks in our front door. Whether your buttocks are sagging, your breasts are drooping, or the end of your nose is frequently in a different room than you are, our operators are standing by and ready to begin cutting!*

*If you want a doctor to do the cutting, fees are slightly higher

Our courteous staff of self-trained professionals has more than 50 years of experience in plastic surgery and related fields, including kosher and non-kosher butchery. Come in for a free consultation and *assault on your self esteem!*

WE OFFER A FULL RANGE OF TREATMENTS, INCLUDING:

- ✔ Penile Resurfacing
- ✔ Strand-By-Strand Ear Hair Replacement
- ✔ Encrusted Navels Sandblasted And Excavated
- ✔ Goiter Reshaping And Shaving
- ✔ Testicular Alignment, Rotation And Balancing
- ✔ Double Chins Steam Cleaned And Flossed
- ✔ Nostrils Scraped And Pressure Washed

REMEMBER, APRIL IS "BREAST AUGMENTATION MONTH"!

SPECIAL

3 FOR THE PRICE OF 2 SALE!

We offer the latest in triangular, hexagonal and octagonal sheeps!

"We've liposuctioned over 10,000 gallons of pure yellow congealed fat from our patients' thighs and buttocks. Come see every drop of it in our waiting room's giant display tank!"

— **Dr. Frederick Garish**
Chief Surgeon and Litigant

Bring the Dog! We operate on pets, too!

50% Off For Repeat Customers! (If It's To Repair Our First Botched Surgery)

A MAD AD PARODY

PHOTOGRAPHER: IRVING SCHILD WRITERS: JOE RAIOLA & J. PRETE

Real
Ad

Okay, the lead actor in this series is not exactly a babe magnet. Nonetheless, this comedy looms large on the CBS schedule. Mothers, grab hold of your little ones. Here is...

the King

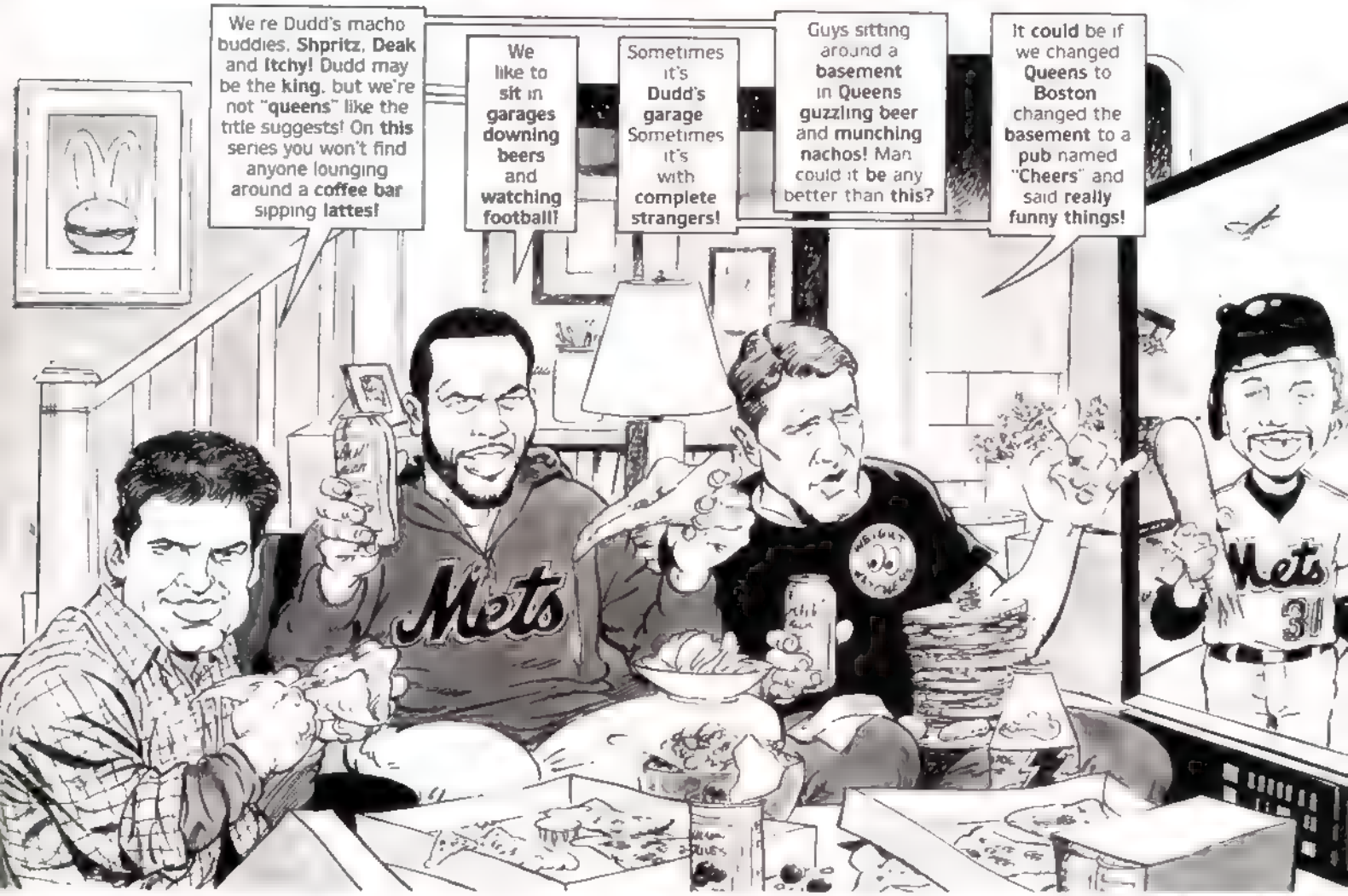
I'm Dudd Heftyone! I'm a parcel delivery man with simple bread and butter tastes. I like twelve-foot subs, bowling, drumsticks, WWF Smackdown, and most of all bread and butter! I'm a guys guy! If you tickle me my belly shakes, if you stab me I bleed gravy! No one's confusing me with Frasier! I have two big loves in my life. I love my 70-inch big-screen TV and I love my wife! With the TV I can make adjustments!
I'm Dudd's wife, Carrpy! When I signed on to do this CBS Monday night comedy series the executives told me my leading man would be a combination of Ted Danson and Ray Romano! They didn't tell me they were talking gross weight! It's not exactly a "Chick Show," but the humor on this series is relatively sophisticated. No one started hurling till episode six! On this show, Dudd and I are childless. Let me rephrase that. We do have a baby. He happens to be 70 years old! Meet the Parent!
I'm Archer Boomer! I'm a Father-in-law once removed. Once removed from Seinfeld! I play a senile loose cannon! Some days I can be cantankerous, arrogant and cranky. Most days I won't be that pleasant! On my last series I also lived in Queens. After 40 years in show biz my career has come down to this: moving around the borough annoying people!
LENNY'S
200% BRAN!

Whew! I had a rough night last night. I couldn't sleep!
Me too! You were shouting other women's names in your sleep!
I was?
The usual bunch! Sara Lee, Mrs Paul!
Really? Gee don't be too concerned about that!
I wasn't until you started screaming Uncle Ben!

I've been restless for weeks! Something weird is going down! I think this house is haunted!
How refreshing! A haunted house episode! That premise hasn't been done on TV in what? About eight minutes?
I mean it! I'm sensing a weird presence!
We're deep in the heart of middle class Queens, there is no weird presence!
Hello!
WIDE LOAD
YES
NO

-size of QUEENS

ARTIST: ANGELO TORRES WRITER: JOSH GORDON


We're Dudd's macho buddies, Shpritz, Deak and Itchy! Dudd may be the king, but we're not "queens" like the title suggests! On this series you won't find anyone lounging around a coffee bar sipping lattes!
We like to sit in garages downing beers and watching football!
Sometimes it's Dudd's garage Sometimes it's with complete strangers!
Guys sitting around a basement in Queens guzzling beer and munching nachos! Man could it be any better than this?
It could be if we changed Queens to Boston changed the basement to a pub named "Cheers" and said really funny things!
Mets
Mets

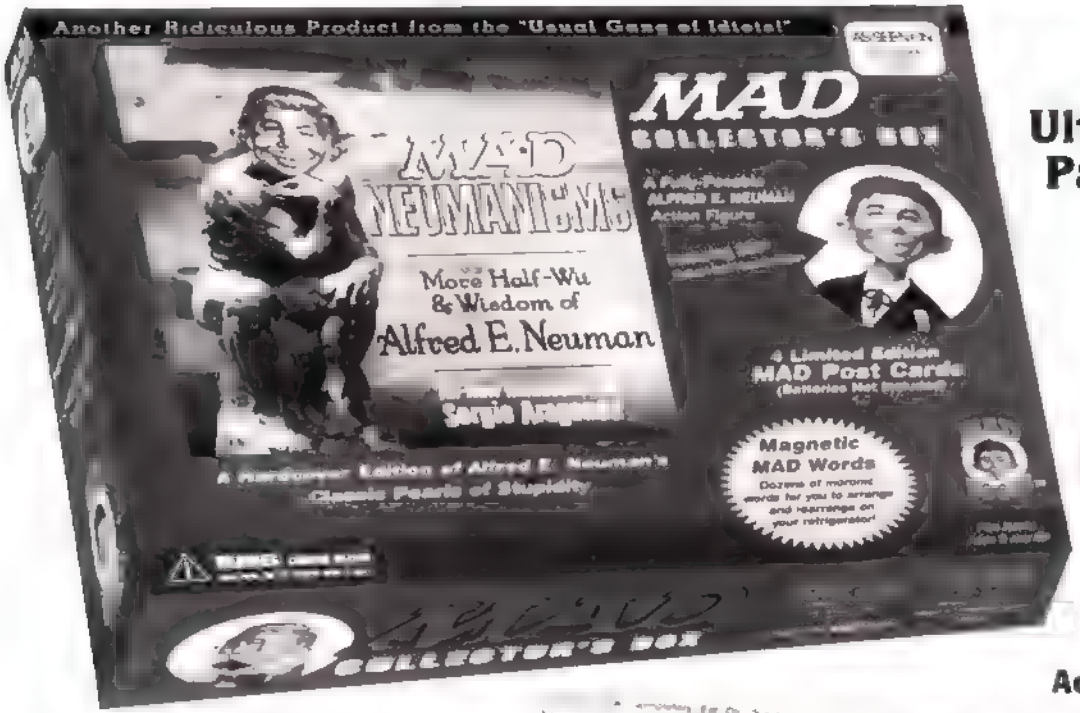
So you've been sleeping with my daughter!
Yeah, but I'm married to her!
One thing I won't tolerate is un-Godlike behavior in my house!
But it's not even your house!
Another thing I won't tolerate is disrespect to a veteran!

What outfit should I wear? The polyester pants with the orange cardigan? Or the cabana slacks with the French beret?
Well gee, where are you going today?
Where I always go! I'm going to take a six-hour nap on the couch!
Your father's nothing but a disruptive, crotchety freeloader! Why is he even here?
Let me put it this way! Without him this show is *Tucker!*
Isn't that one of those forgettable sitcoms that was cancelled?
Bingo!
Here we are in the very exciting world of parcel delivery!
I hear they're coming down hard! Big penalties for oversize packages!
I'm not delivering oversize packages!
I'm talking about you in those shorts! You are an oversized package!
Man, how cool is this series' premise? A feisty, married fat guy with a blue collar job who drives around the city all day!
I liked it better when Jackie Gleason did it on *The Honeymooners!*
Dudd, aren't you a little "casual" for the theater?
Theater? We're going to the batting cages on Northern Boulevard!
Are you nuts? It's our wedding anniversary!
I know! Sixth anniversary! The sixth is wood! A Louisville Slugger kind of night!
What's that? Dudd what are you doing now?
It's the time where I roll my belly or do some other adorable "chubby guy" thing! You can't resist my pudgy cuteness and we make up!
You're right! I can't resist, but I have a feeling a lot of viewers are leaping for their remotes!
Babe! It's our anniversary! Let's compromise! No batting cages! No theater! We'll do something romantic!

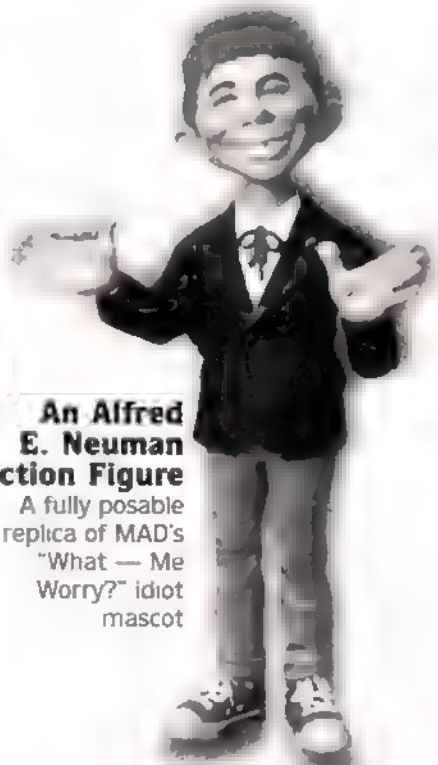
This is your compromise? A big screen TV basement party with your beer buddies?
These beer bashes are the strength of our show! This is the "money scene"!
But it's our anniversary! You said romantic!
Hey, look closely, Babe! The cold cuts are in the shape of a heart!
This has all the atmosphere of a Jiffy Lube waiting room!
The guys are on their best behavior!
Really? Shpritz is barfing!
But not over the shag carpeting like last week! Since it's our anniversary he's barfing neatly into the planter!
I'm feeling a lot of love in this room! Let's pop open a Ballantine, spin an Eddie Fisher record and let's rumba till we drop!
What's with this guy? For him the world ended in like, 1967!
He likes to live in the past!
Why five years ago?
Maybe he can go back five years!
That's when he was funny on Seinfeld!
Hey there's that weird haunting sound again!
It's probably your stomach! You fixed yourself a plate of chili dogs, fish tacos and a dozen Krispy Kremes!
It's coming from that spare room! I'm going to check this out once and for all!
YOU...!
Yeah! You fat meathead! I'm the REAL sitcom King Of Queens! This borough is where I lived! Where I did classic, groundbreaking TV! I dealt with issues like abortion, vasectomies, we did TV's first toilet flush! You're doing batting ranges and anniversary mixups! Geez! If you're gonna do a "working class comedy" do it right! Hire one of them queer directors or some Hebe writers!
Archie's right! I'm not the King Of Queens! I never will be!
Dudd, just where the hell are we going?
We'll find a new location with a garage and a big screen TV! Maybe Jersey! I'll be The Prince of Passaic! Or The Lord of Lodi!
Maybe you can be the Tubbo of Teaneck!
Wherever we go he's not coming with us!

FREE MAD BOX!!!

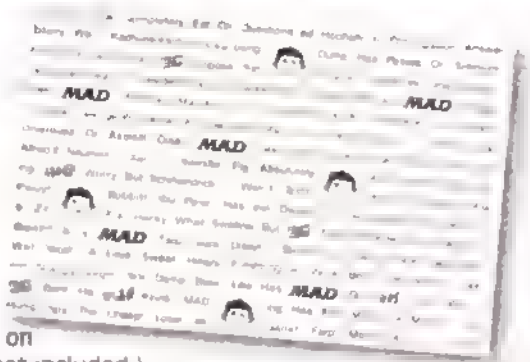
You Just Pay for the Ridiculous Collectibles Inside!


Another Ridiculous Product from the "Usual Gang of Idiots!"
MAD NEUMANISMS
More Half-Wit & Wisdom of
Alfred E. Neuman
MAD COLLECTOR'S BOX
4 Limited Edition MAD Post Cards
Magnetic MAD Words
COLLECTOR'S BOX

Our All-new Ultimate Collector's Package Includes:

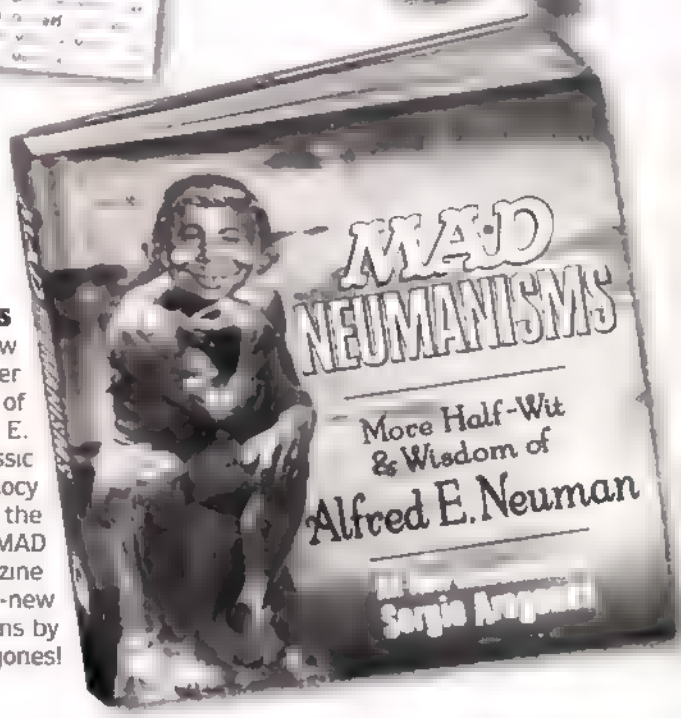


An Alfred E. Neuman Action Figure
A fully posable replica of MAD's "What — Me Worry?" idiot mascot



MAD Magnetic Word Jumble
A collection of dozens and dozens of MAD-inspired words allowing you to go potrzebie and create furshlugginer MAD prose and poetry on any surface! The magnetic back even allows you to stick 'em on your refrigerator. (Refrigerator not included.)

4 Full-Color MAD Postcards
They're what friends and enemies sent to each other before e-mail! Try 'em, you'll like 'em! (Mail carrier not included.)



Neumanisms
An all-new hardcover collection of Alfred E. Neuman's classic pearls of idiocy mined from the pages of MAD magazine Featuring all-new illustrations by Sergio Aragonés!

MAD Neumanisms (ISBN 1-56389-786-5) $24.95 US (Cheap!) $40.95 Canada (Cheap, eh?) Call 1-888-COMIC BOOK for the comic shop nearest you Pick up a copy of MAD XL #11, on sale now, for an exclusive excerpt from *Neumanisms*! Visit madmag.com for all-new MAD laughs, updated twice weekly. Available October 10 at your favorite bookstore or comic book shop! Stop reading this tiny type and go buy this latest box of MAD collectibles! Fa! Fa! Fa!

YOSEMITE SHAM DEPT.

If you're planning on visiting one of our national parks, you better hurry before President Cheney — oops we mean President Bush — begins drilling for oil under each and every rock like he was Jed Clampett on a Saturday night bender. But at least for now these great natural wonder treasures are here for you to enjoy and us to make fun of. Here's...

A MAD PEEK BEHIND THE SCENES AT A NATIONAL PARK

This campsite will be such a wonderful escape from the over-crowded city!
This campsite will be such a wonderful escape from the over-crowded city!
This campsite will be such a wonderful escape from the over-crowded city!
This campsite will be such a wonderful escape from the over-crowded city!
This campsite will be such a wonderful escape from the over-crowded city!
CAUTION BEARS ARE NOW TAME
SCHOOL BUS
PIKES PEAK OR BUST
COMING SOON NEW, SPACIOUS, ALL-WEATHER VISITORS CENTER
5 MPH
Those are really great hiking boots!
They've got patented grip tight soles, a rubber toe bumper, a padded gusset tongue and a waterproof Gore-Tex lining!
Are you ready to go for a hike?
No way! I'm gonna stay here at base camp! If anything happened to these $500 boots I'd kill myself!
VISITORS CENTER INFORMATION
BULLETINS
C'mon, kids! We've been here for two days! Isn't anybody gonna get out and look around?
I'm not leaving the air conditioning!
I'm not leaving the VCR!
I'm not leaving the Internet!

ARTIST: GEORGE WOODBRIDGE WRITER: AMY GILLETT COLORIST: DIGITAL CHAMELEON

I'm out here in the woods with only a pair of tweezers, two batteries and a broken compass...this awesome Outward Bound program is teaching me how to survive out here on my own!
Looks like we've got another Outward Bound success story here!
You bet! We spent two bucks on his supplies and we're milking yet another sucker outta five grand!
OUTWARD BOUND
5 MILE PORTAGE
Let's face it we are lost!
I thought your Global Positioning System searched the sky for satellites to pinpoint our position!
It does!
So how could we be lost?
Because the very first thing it searches for is fresh batteries, and I forgot to put them in!
Sitting around a campfire is a celebration of the peace and serenity of the beautiful bonds of human kind in nature!
Indeed! This is really great! It's the very essence of community and oops!
You clumsy jerk! You knocked my marshmallow into the fire, you stupid bastard!
Ever since The Blair Witch Project, I haven't felt safe hanging out in the woods!
Me neither! I live in terror of running into a group of screaming idiots chasing after each other with a video camera to make a low-budget movie!
FOR FIRE ONLY

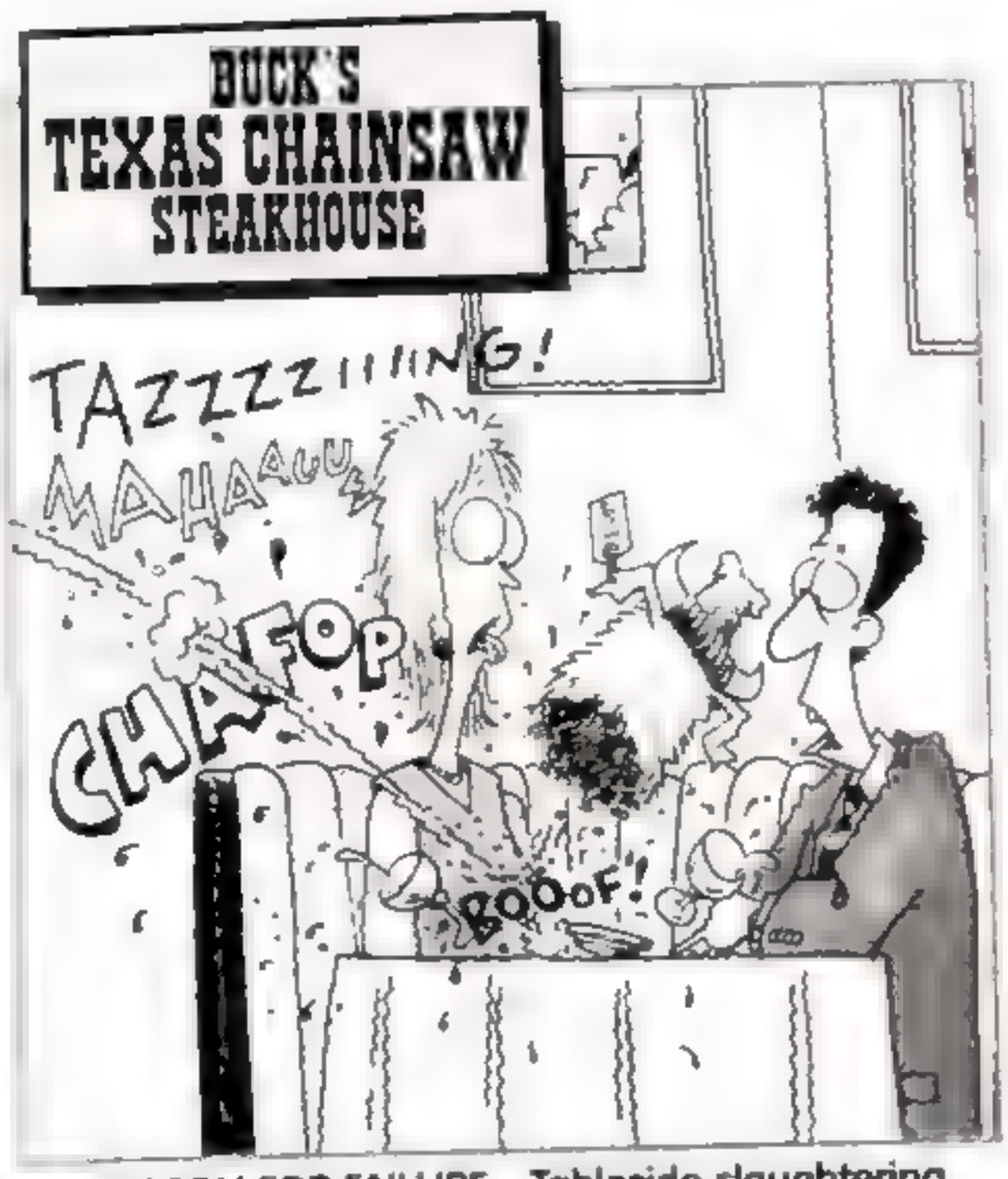
Why are you just standing around the foot of the mountain? Are you gonna climb it, or what?
Nah! I'm waiting for someone to fall off it so I can write a sensationalist account for *Outside* magazine!
Oh lord! The rope's come undone and Glenn's falling off the mountain! Poor Glenn!
Poor Glenn!? That's my 300 dollar climbing rope he's holding!
911
Hey guys what say we head back on that trail right now!
Are you kidding? I'm bushed! We've been backpacking for a month and we haven't seen a single woman! Now there's a whole group of them!
Yeah, and I bet they're as horny as we are!
Hey girls, do you mind if we join you around the campfire?
No! We belong to God's Crusade of Purity! We'd love to have you join in our singing! The more voices, the louder the Lord will hear our prayers!
Hey guys what say we head back on that trail right now!
What's that really awful smell?
I think it's fresh air!
Well whatever the hell it is, it's making me sick! Turn on the S.U.V. for a few minutes so I can inhale some exhaust!
We've been hiking for hours! I'm suffering from severe crotch itch!
Yeah, I've worked up a terrible case of butt chap myself!
So much for our romantic weekend in the wilderness!
EXIT
NEAREST CASINO INFORMATION

The only theme we look for when eating out is fine dining in a relaxed atmosphere. But somewhere along the way somebody thought restaurant patrons would like to look at Rod Stewart's arch supports while chowing down, so The Hard Rock Cafe was born. Other theme restaurants followed, some going out of business faster than Ricki Lake going through an all-you-can-eat shrimp bar! The ones that tanked the fastest are catalogued in...

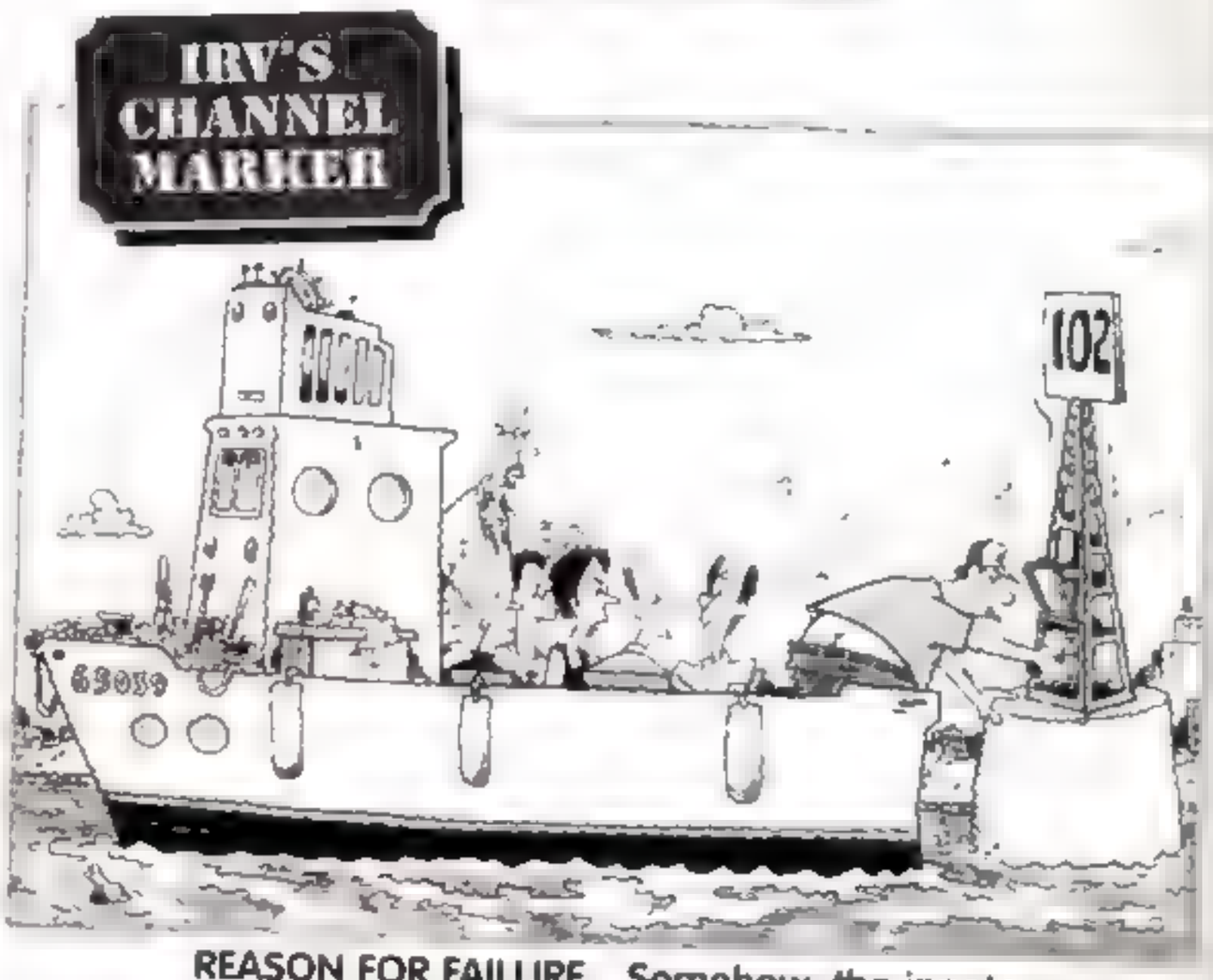
MAD'S GUIDE TO THE OUT-OF-BUSINESS Theme

REASON FOR FAILURE...It turned out that welding is just not a theme conducive to fine dining

REASON FOR FAILURE...The so-called "Sports Memorabilia" adorning the walls left a lot to be desired



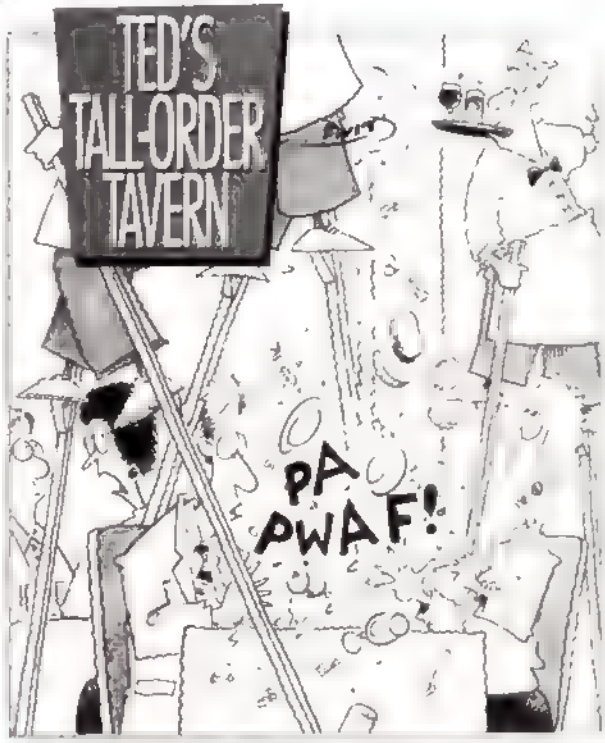
REASON FOR FAILURE...Tableside slaughtering is not as romantic as it sounds



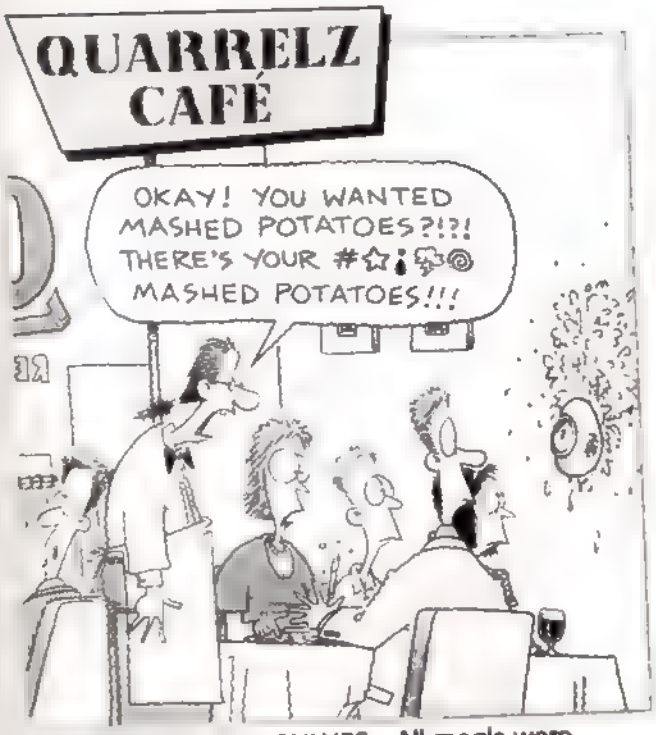
REASON FOR FAILURE...Somehow, the innate charm of dining al fresco on a working buoy maintenance barge just never caught on

Restaurants ...AND THE REASON THEY WENT BELLY UP

REASON FOR FAILURE...Trying to build a customer base on the premise that they're a "Chaw Friendly" establishment was just a bad idea from the get-go



REASON FOR FAILURE...Waiters on stilts made some diners a bit uncomfortable



REASON FOR FAILURE...All meals were served "Dysfunctional Family Style"

GOOD CARP/BAD CARP
Seafood Grill
SEE, I'D LIKE TO BRING YOU YOUR OYSTERS ROCKEFELLER, BUT MY PARTNER HE'D RATHER BEAT YOU SILLY WITH A FRESH MACKEREL IF YOU DON'T ORDER THE CLAMS POLSOLIPPO.

REASON FOR FAILURE...The two-waiters-per-table experiment just didn't cut it

ARTIST AND WRITER: JOHN CALDWELL

MONROE and...

These days you can't turn your head without seeing someone else pitching a product. It's time for our hero to get on board. It's...

LOOK AT THIS! AN OPEN CASTING CALL FOR KIDS TO BE IN A COMMERCIAL! YOU COULD BE PERFECT, MONROE!
HA! THE KID'S GOT A FACE MADE FOR RADIO!
I KNOW. BUT SOMETIMES THEY GO FOR THE QUIRKY, UNATTRACTIVE TYPES.
HELLO. I'M RIGHT HERE AND I'M NOT DOING ANY GAYWAD COMMERCIAL.
FINE. THEN I GUESS I'LL JUST HAVE TO TELL YOUR LITTLE FRIENDS HOW THE BIG "NON-GAYWAD" CRIED DURING TOY STORY TWO.
I'LL GET MY COAT
NOW JUST STAY RELAXED AND GET THE DAMN JOB. COME HERE, SPIT-OO!
COME ON, MA! LIGHTEN UP ON THE LOOGIES.
I'M TRYING TO MAKE YOU LOOK PRESENTABLE WHAT THE HELL IS WITH YOUR HAIR ANYWAY? I NEVER NOTICED THOSE TWO PIECES STICKING UP BEFORE
HELLO, SON. TELL ME, HAVE YOU DONE ANY ACTING BEFORE?
I WAS IN THE SCHOOL PLAY AND I ENDED UP HAVING TO MAKE OUT WITH BERGATHA THE SKANK!
CASTIN' OFFICE
WELL, YOU DON'T HAVE TO WORRY ABOUT THAT HERE. DO ME A FAVOR AND HOLD THIS BOX UP. LET'S SEE HOW YOU LOOK ON CAMERA.
I FEEL KIND OF RETARDED.
SAY, YOU SURE YOU HAVEN'T DONE THIS BEFORE? YOU'RE A NATURAL STAGE MOTHER
YOU BET YOUR CASTING COUCH I AM!
WINK!
OK YOUR MOM AND I WILL BE RIGHT BACK.
BUT MOM! YOU SWORE!
PUT A SOCK IN IT, HONEY, OR YOU'LL REALLY HEAR SOME SWEARING!

ARTIST: BILL WRAY

THE TV COMMERCIAL

WHY DO WE HAVE TO TAKE THE BUS?
BECAUSE YOUR FATHER'S GOT THE CAR AND I DON'T WANT HIM KNOWING ABOUT THIS
WHY NOT?
'CAUSE THIS IS MY SCAM. HE CAN FIND HIS OWN WAYS TO EXPLOIT HIS KIDS
ALL RIGHT BUT DO YOU HAVE TO FEED BABY PERRY ON THE BUS?
IT'S MY CONSTITUTIONAL RIGHT! BES DES, LOOKIT THOSE SAILORS CHECKING ME OUT yOO-HOOo, FELLAS!
HE GETS THAT FROM HIS DAD'S SIDE. PAY NO ATTENTION TO HIM, MR. AUGUST. MONROE HAS ALWAYS DREAMT OF BEING IN A COMMERCIAL!
I HAVE?
LOOK, KIDDO. IT'S TIME YOU START EARNING. YOU KNOW AS WELL AS I DO THAT YOUR OLD MAN MIGHT TAKE OFF ANY DAY AND I AIN'T GOING BACK TO HUSTLIN'.
REALLY? YOU SWEAR?
YEAH, SURE YOU BET
SEVEN AND A HALF MINUTES LATER
AFTER. ER MEETING WITH YOUR MOM, WE DECIDED YOU GOT THE JOB!
WHATEVER.
DON'T "WHATEVER" ME, YOUNG MAN. I HAVEN'T HAD TO BE THAT PERSUASIVE SINCE MY LAST DRIVING TEST!
WHAT THE HELL AM I SUPPOSED TO BE?
YOU'RE A TOTALLY RAD COOL DUDE!
YEAH? ON PLANET LAME-ASS?
TRUST ME, KIDDO. THIS LOOK TESTED GREAT IN OUR FOCUS GROUP

WRITER: ANTHONY BARBIERI

MoNtrose

"UH NEW EXTREME SPICY LAMB CURRY FLAVOR CORN NUTS. THEY TAKE FLAVOR TO THE MAX!"

SPICY CORN NUTS CURRY

CRUNCH! CRUNCH!

OOOWW! MY MOUTH IS ON FIRE!

THAT'S BECAUSE I SWAPPED THE SNACK WITH RED-HOT FIERY CHILI PEPPERS TO HELP MAKE IT BELIEVABLE!

ALL RIGHT! LET'S GO AHEAD AND FILM IT!

WHAT?! YOU MEAN..?

MUCH MUCH LATER

TAKE 43, AND ACTION!

COORRRNNUTS... LAMB. OW.. UGH MMPPH... OWW. CRUNCH.. PLEASE! NO MORE CHILI PEPPERS. I'M DYING!

OKAY THIS OBVIOUSLY ISN'T GONNA WORK. THANKS FOR COMING DOWN. LET'S GET ANOTHER KID IN HERE!

WAIT! HE CAN DO IT!

I'M SORRY, SWEETHEART

IF YOUR BOY COULD DELIVER HALF AS WELL AS HIS MOTHER, HE'D BE A STAR

SMACK!

Mike August CASTING OFFICE

NO JOBS TO FAME!

SORRY I COULDN'T DO THE COMMERCIAL, MA. MY MOUTH IS A WRECK.

MINE, TOO. BUT YOU DON'T HEAR ME COMPLAINING

MR. AUGUST FELT BAD SO HE GAVE YOU A CASE OF EXTREME SPICY LAMB CURRY FLAVOR CORN NUTS!

WHAT'S IN THE BOX?

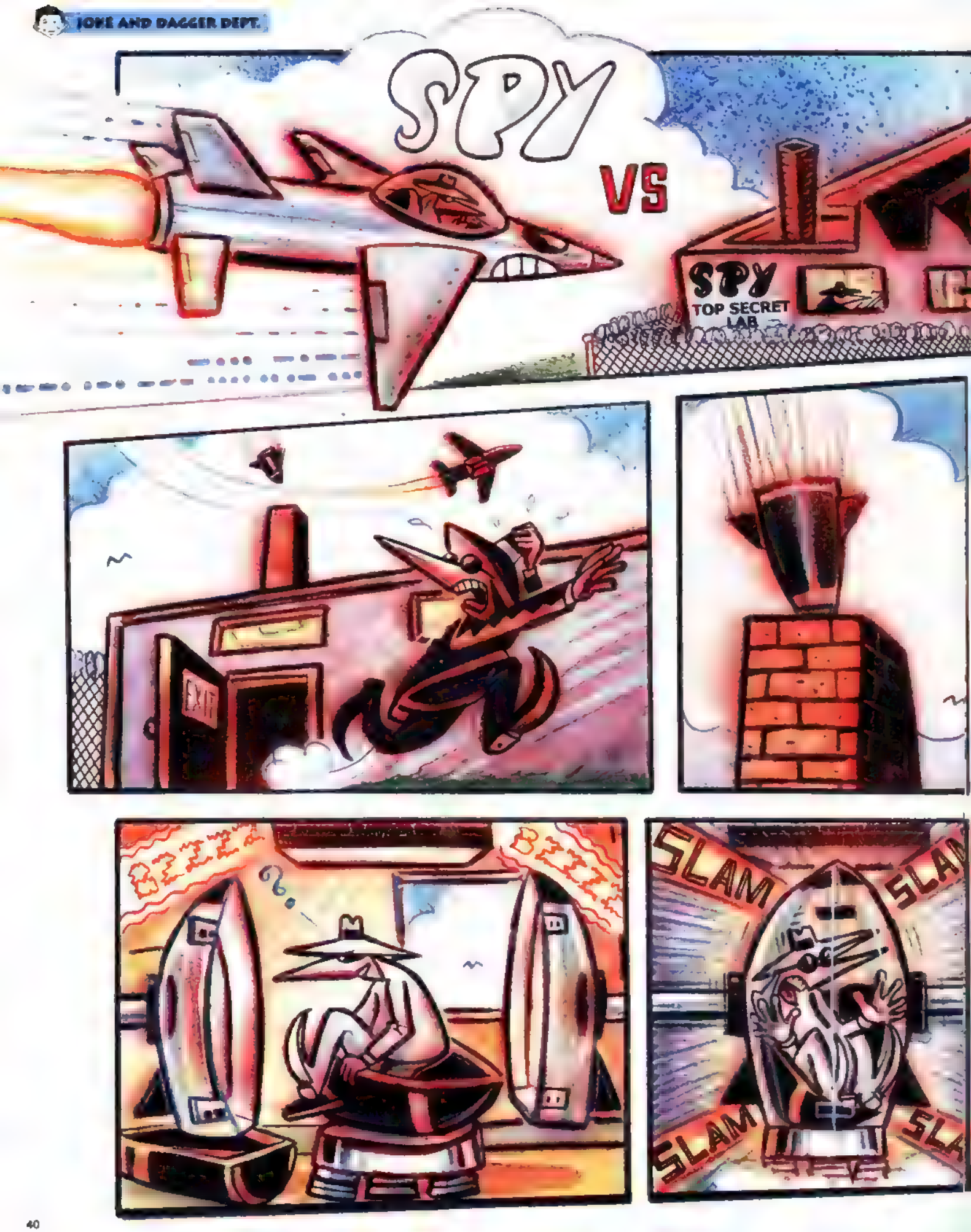
HE WHAT?

AT LEAST NOW I WON'T HAVE TO WORRY ABOUT MAKING YOU DINNER FOR THE NEXT FEW MONTHS. WHAT DO YOU KIDS SAY? PRETTY "RAD," HUH?

MMMFF!

Bill Wray

Real
Ad


SPY
VS
SPY
TOP SECRET
LAB
EXIT
BZZZZ
BZZZ
SLAM
SLAM
SLAM
SLA

ARTIST AND WRITER: PETER KUPER

The automobile dashboard used to be such a simple thing — gauges told you how much gas you had and how fast you were going. Along the way, though, two things happened to drivers: we got lazy and we got stupid. Instead of checking the oil, a light

DASHBOARD "IDIOT LIGHTS"

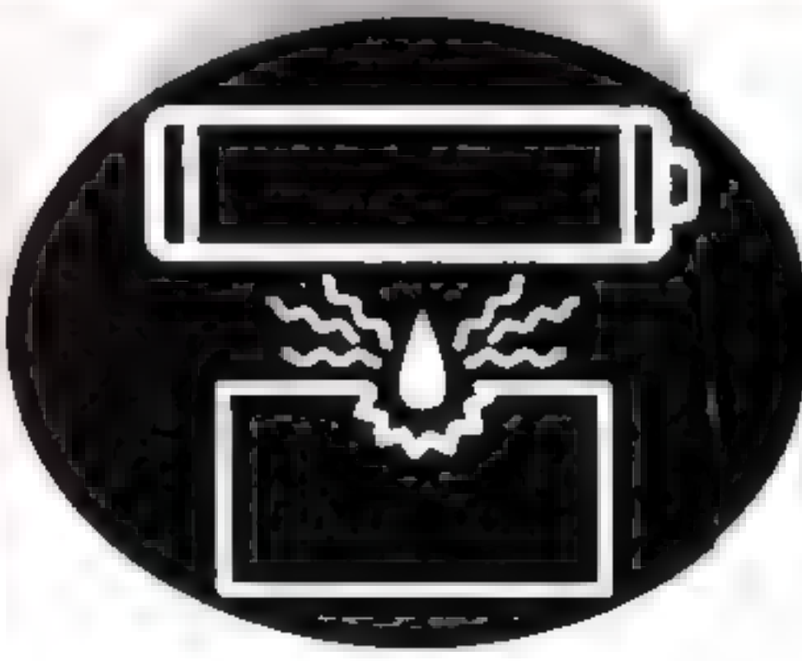
OBNOXIOUSLY LOUD BOOMING BASS IS CAUSING PARTS OF CAR TO FALL OFF

DEAD ANIMAL CAUGHT IN GRILL

CHILD'S TOY HAS BECOME WEDGED UNDER BRAKE PEDAL

DANGEROUS AMOUNTS OF FAST FOOD GARBAGE ON FLOOR

DRUNKEN PASSENGER HAS PUKED IN BACK SEAT



BATTERIES IN FLASHLIGHT IN GLOVE COMPARTMENT ARE LEAKING ALL OVER INSURANCE CARD

ARTIST SCOTT BRICHER

tells us when it's low. Rather than making sure we close the friggin' door, another warning light goes off. And while these "idiot lights" give us the freedom to concentrate on making cell phone calls, fiddling with the radio and applying makeup, the dashboard still doesn't give some truly essential driving information. It's high time we had these .

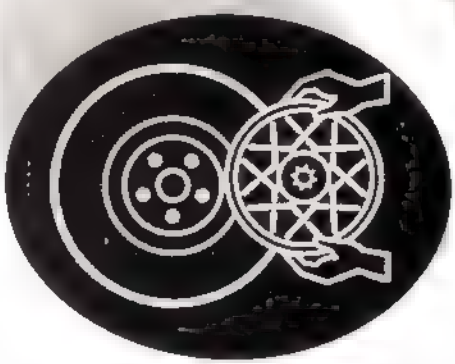
WE DESPERATELY NEED

EXCESSIVE NOSE PICKING BY DRIVER

RENTED VIDEOTAPE ON REAR WINDOW SHELF HAS BEEN DESTROYED BY SUN EXPOSURE

UNDUMPED ASHTRAY HAS REACHED CRITICAL MASS

CAT SLEEPING ATOP WARM MANIFOLD HAS BEEN PULLED INTO THE ENGINE



FANCY WIRE WHEEL COVERS HAVE BEEN STOLEN

FORGOTTEN INFANT ON TOP OF CAR

WRITER DARREN JOHNSON

Real
Ad

THE SHODDIER IMAGE

August 2001

THE STOCK MARKET TOILET TICKER

See Inside

THE SHODDIER IMAGE

Furball International
Automatic Kitty Licker
JIP008 $25

Give your cat's tongue a much-needed rest with Furball International's Automatic Kitty Licker.

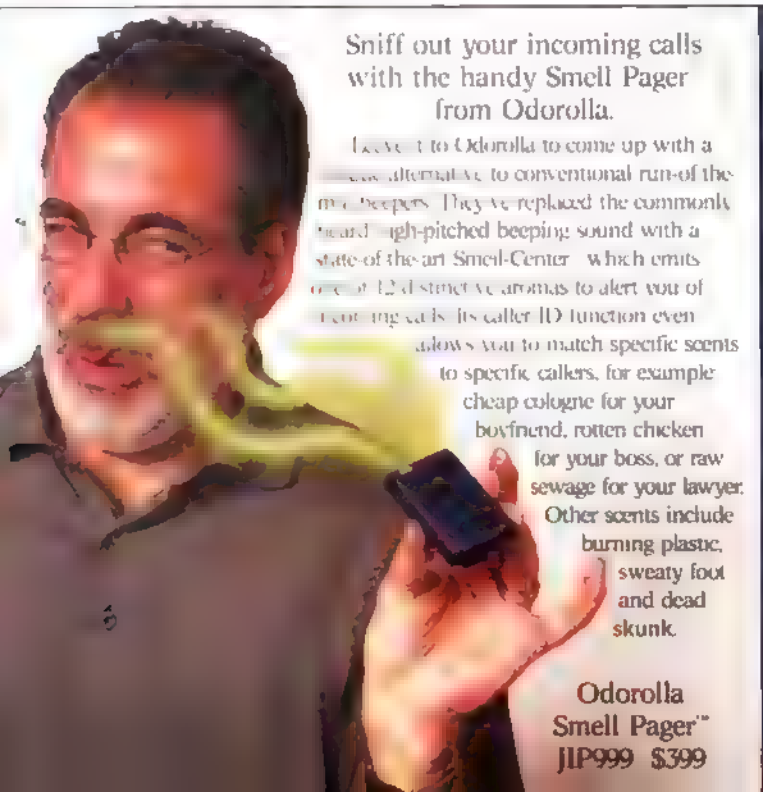
For cat owners who are plain lazy at times or who have given up on personal grooming, the Kitty Licker works your cat clean so it has more time for caring for its victims to shreds. The Kitty Licker's computerized auto [illegible] to simulate the sandpapery feel of a cat's tongue. Its bristles to wash it free of dirt, dander and excess hair [illegible] more hygienic cleaning than the usual feline [illegible] cat cleaners to lick it yourself!

Get rid of bugs while enjoying a dazzling laser light show with the Disco Inferno Bug Zapper.®

Finally, you can keep your patio free of annoying insects while turning it into a boogie wonderland! Every doomed pest that flies into its electrified grid sets off an authentic discotheque laser light show, accompanied by the pulsating hits of the '70s! Trip the light fantastic and marvel as what was once a mere nuisance turns your backyard into a full fledged Disco Inferno!

INVENTED HERE!
So You Know It's Shoddy.

Disco Inferno Bug Zapper®
JIP709 $550



Sniff out your incoming calls with the handy Smell Pager from Odorolla.

Leave it to Odorolla to come up with a [illegible] alternative to conventional run-of-the-mill beepers. They've replaced the commonly heard high-pitched beeping sound with a state-of-the-art Smell-Center™ which emits over 12 distinctive aromas to alert you of incoming calls. Its caller ID function even allows you to match specific scents to specific callers, for example cheap cologne for your boyfriend, rotten chicken for your boss, or raw sewage for your lawyer. Other scents include burning plastic, sweaty foot and dead skunk.

Odorolla
Smell Pager™
JIP999 $399

[illegible] Eyes Sooner Or Later (probably)

[illegible] you live, it could [illegible] pain, drop or thought [illegible] [illegible] Combining good looks and [illegible] [illegible] [illegible]

Use laser power to carve your next holiday bird!

Stoddier Image Design's Ultra-Laser Turkey Carver™ is the super convenient high-tech carving knife for the 21st Century! This essential kitchen tool is gentle enough to remove grandpas cataracts, yet powerful enough to whack off a turkey drumstick! Its high intensity, precision beam can also be turned down, making it an ideal laser pointer for your vacation slide show presentations after dinner. (Special attachment for trimming ear and nose hairs sold separately.)

Ultra-Laser Turkey Carver™
JIP434 $995

INVENTED HERE
So You Know It's Stoddier

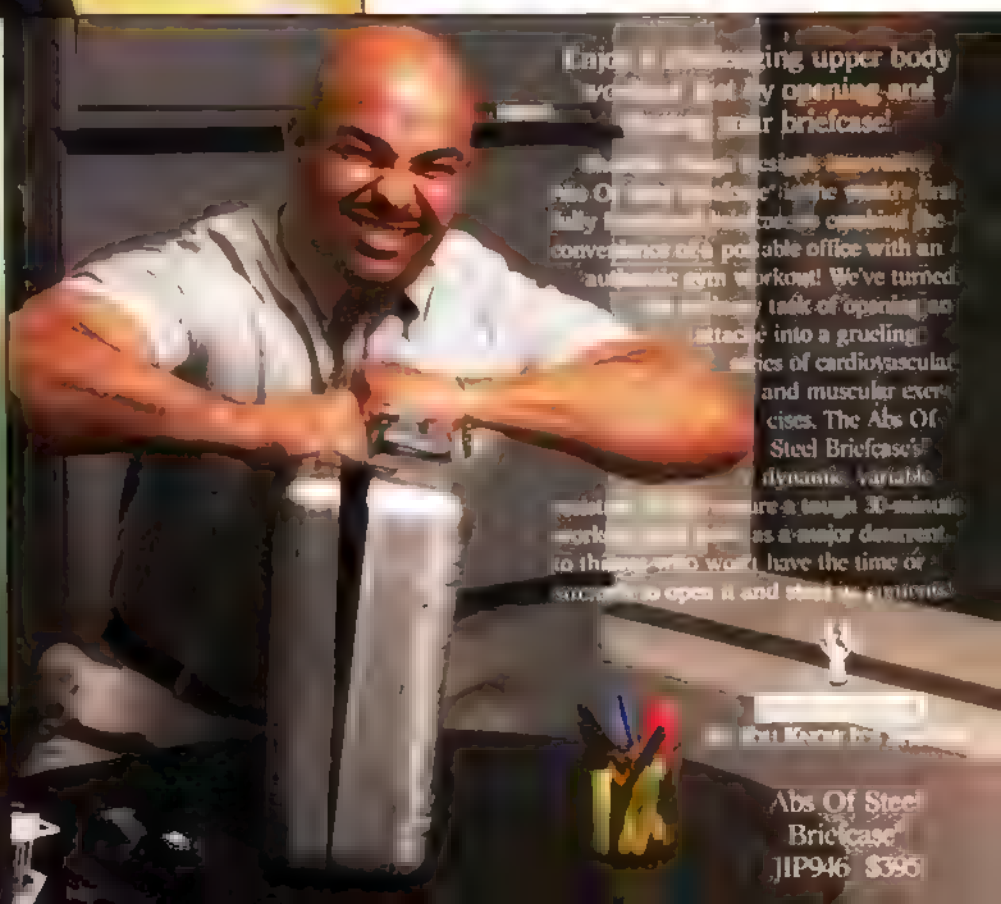
Get rid of nave[illegible]
own personal [illegible]

Orwreck Beach Bottle Vac
JIP62[illegible] $[illegible]

Never get caught with your pants down (even when they are!) with the incredible Stock Market Toilet Ticker.®

The Boomberg Stock Market Toilet Ticker® looks like an ordinary roll of toilet paper, but it's actually an authentic stock ticker allowing you to follow the NASDAQ, AMEX and New York Stock Exchange from the privacy of your favorite toilet. It guarantees you'll never be "behind" the financial news again!

Boomberg
Stock Market
Toilet Ticker®
JIP842 $565



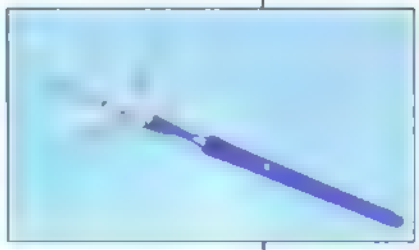
[illegible]ing upper body
[illegible] opening, and
[illegible]r briefcase!

[illegible] convenience of a portable office with an [illegible] workout! We've turned [illegible] talk of opening an [illegible] into a grueling [illegible] cises of cardiovascular [illegible] and muscular exer[illegible] cises. The Abs Of [illegible] Steel Briefcase's [illegible] dynamic, variable [illegible] are a tough 30-minute [illegible] as a major deterrent [illegible] to things you won't have the time of [illegible] open it and steal its contents!

Abs Of Steel
Briefcase®
JIP946 $395

THE SHODDIER IMAGE

Miniature metal spikes prevent others from using the ingenious Personal Security Toothbrush



Oral Security Systems state-of-the-art electric toothbrush [illegible] with total dental protection and complete [illegible]. Yale scientists recognize your fingerprints and [illegible] high-tech titanium spikes to remove [illegible]. But [illegible] to steel [illegible] stainless steel spikes are unable to access [illegible] and [illegible] from a lesser [illegible] with soft [illegible].

Oral Security Systems
Personal Security Toothbrush
IIP667 $473

Fall asleep and wake up to the narrowing sounds of the city

[illegible]

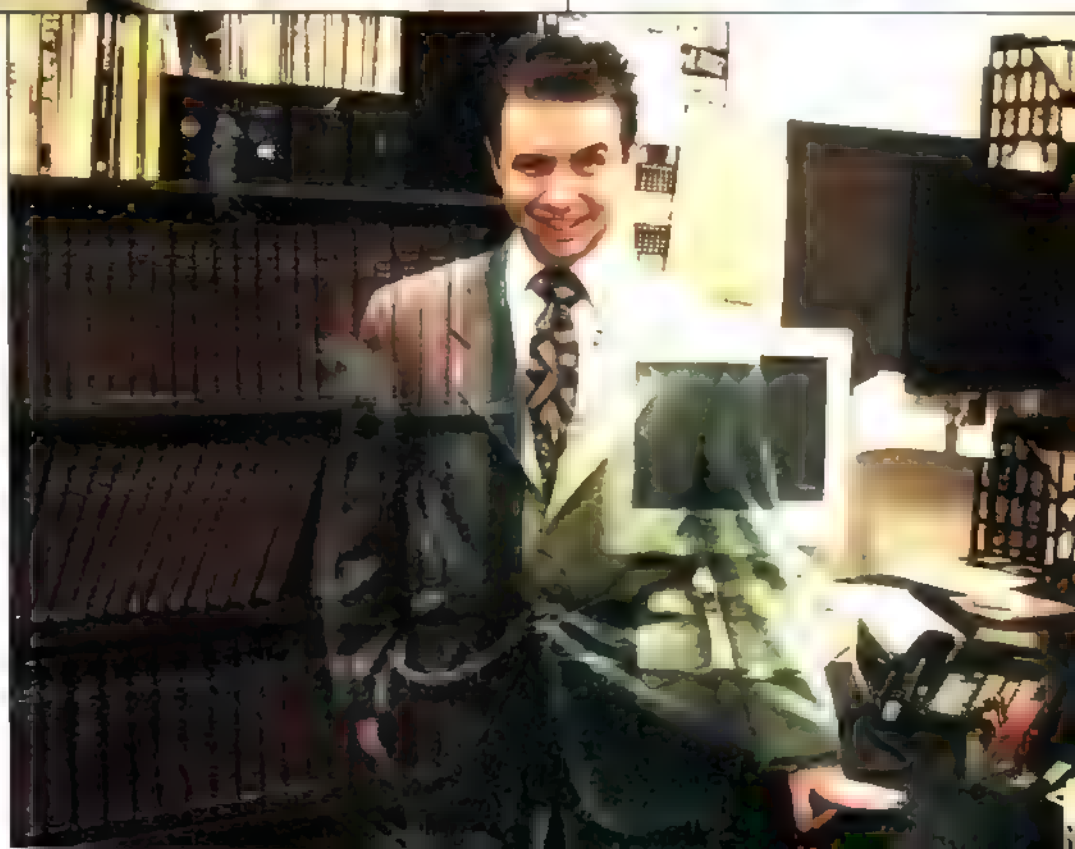
[illegible] City Sound
IIP863 $693

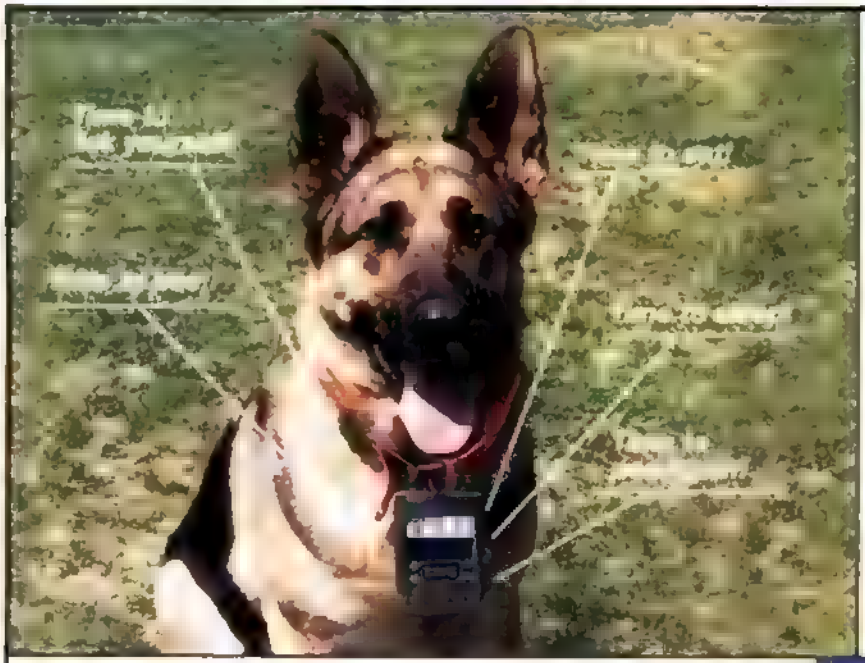
Now you can effectively hide from your boss and co-workers while on the job

[illegible]

INVENTED HERE
SO YOU KNOW IT'S SHODDY

Grant Gnocchi Camouflage Suit
IIP911 $650





Let your dog plan his day with the amazing 3Com Paw Pilot

You're not the only one with a jam packed itinerary. Your favorite canine has a busy schedule and a long list of things to do as well. And now, thanks to 3Com and Shoddier Image Design, little Fido will never miss an appointment! This beautiful compact planner attaches easily to flea collars and includes a calculator, digital alarm clock, 200-year calendar (in dog years) and a multi-function touch pad specially designed to be compatible with a dog's paw.

INVENTED HERE
SO YOU KNOW IT'S SHODDY

3Com Paw Pilot
JIP671 $749

World's most powerful cell phone/razor.

Shamasonic created this one-of-a-kind cellular device for the successful businessman on the go. The handsome design features a twin-blade, battery-powered razor built right into the mouthpiece, assuring an ultra-close shave even while you're wheeling and dealing on the phone. Its whisper-quiet silencer allows you to chat for hours without the other party ever knowing that you're also trimming that unwanted 5 o'clock shadow. Or, simply get rid of unwanted callers by turning off the silencer, claim you can't hear them because of "all that buzzing on their phone line" and hang up! (Available for ladies: the Cell Phone/Leg and Lip Waxer)

Shamasonic Cell Phone/Razor
JIP893 $650

Hot Tech's Hyper-Fusion Wave Oven roasts a suckling pig in 9.3 seconds!

Leave it to Hot Tech and Shoddier Image to put the latest military advances in nuclear fusion to work in your kitchen! Their Hyper-Fusion Wave Oven™ is to the microwave what the microwave was to the gas oven. Cook a jumbo tub of popcorn in .14 seconds, a hearty plate of spaghettini classico in 2.6 seconds, or a full goose with all the trimmings in just 8.2 seconds! Comes fully equipped with safety glasses, matching lead oven mitts and a "Kiss The Cook" lead apron.

INVENTED HERE
SO YOU KNOW IT'S SHODDY

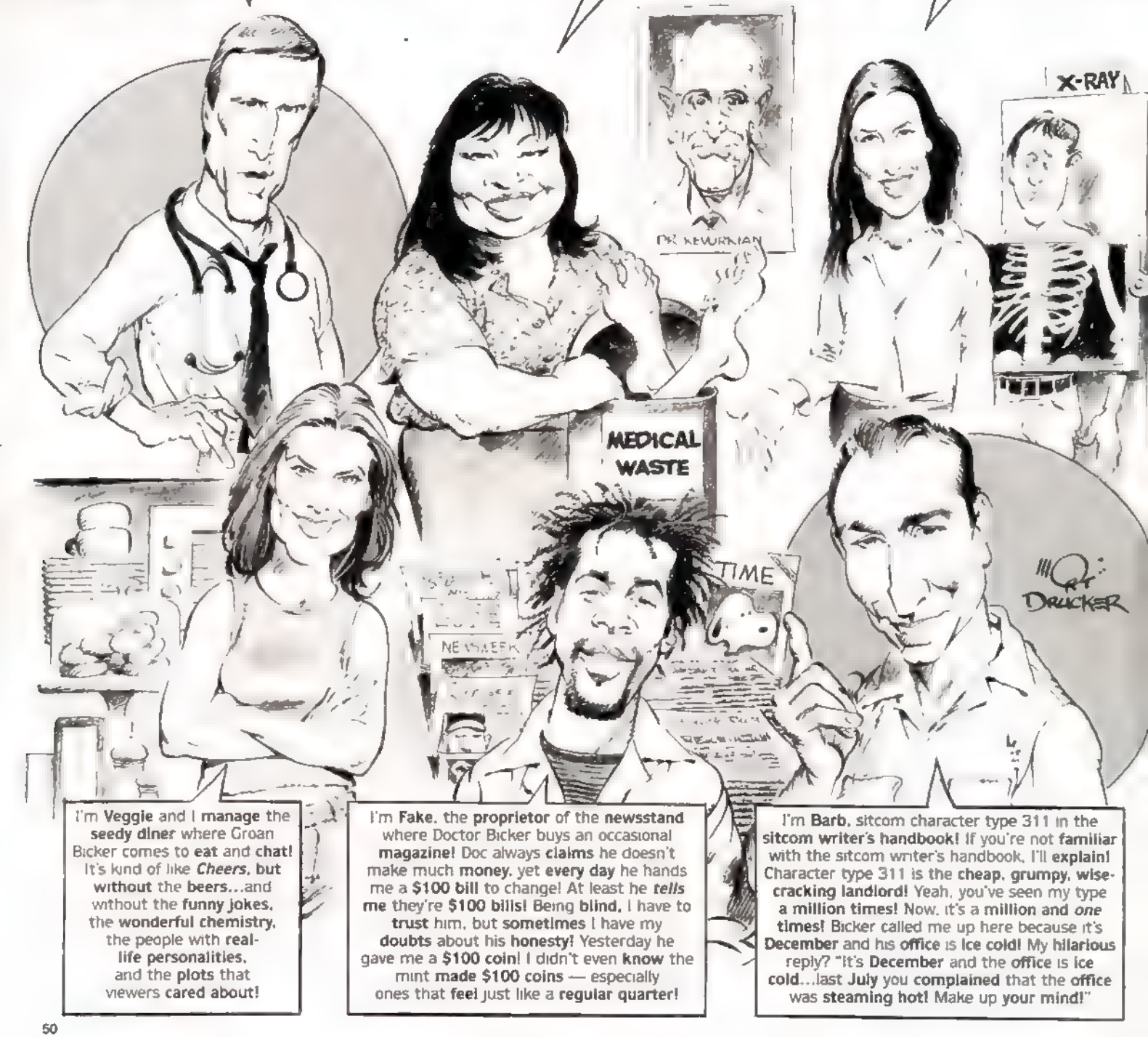
Hot Tech Hyper-Fusion Wave Oven
JIP643 $3,095

He's a bitchy, mean-spirited and egotistical doctor. Hey, he's just like the guy you go to ever since you were forced into that crummy HMO! He's...

I'm **Groan Bicker**, a family **doctor** in the **Bronx** with such a boring, monotone **bedside manner** and **gloomy disposition**, we had to put **bars** on my **office windows** to keep my patients from **jumping out!** My nurse says I'm **negative** about **everything** and that I don't let people get **close to me!** I say What the hell does **she** know? She's **just** a **woman** for God's sake! **Negative?** Who's **negative?** I only have **two dislikes!** The **world**, and **everyone in it!**

I'm **Market**, the **head nurse** at Doctor Bicker's **office!** It's **true** that the **doctor** has a **cold, uncaring side**, but once in a while he **does show** that he has a **soft spot!** Like the **patient** in **terrible pain** that he was **treating!** Doctor Bicker **helped** him with an **assisted suicide!** Personally, I think the patient's **poison ivy** would have eventually **cleared up**, but I'm not a **doctor!** Now if you'll **excuse me**, I have to **empty** the **medical waste can!** It gets filled so **quickly** at this **office!**

I'm **Loony**, the **daffy office assistant!** I **screw up** the **medical records**, **insult** the **patients**, **hand out** the **wrong prescriptions**, and once I **overloaded** the **electrical wiring** so badly, I almost **burned down** the **office!** It's strange, with **everything** Doctor Bicker **yells** and **screams** about he **never fires** an **idiot** like **me!**



I'm **Veggie** and I **manage** the **seedy diner** where Groan Bicker comes to **eat** and **chat!** It's kind of like *Cheers*, but **without** the **beers**...and without the **funny jokes**, the **wonderful chemistry**, the people with **real-life personalities**, and the **plots** that viewers **cared about!**

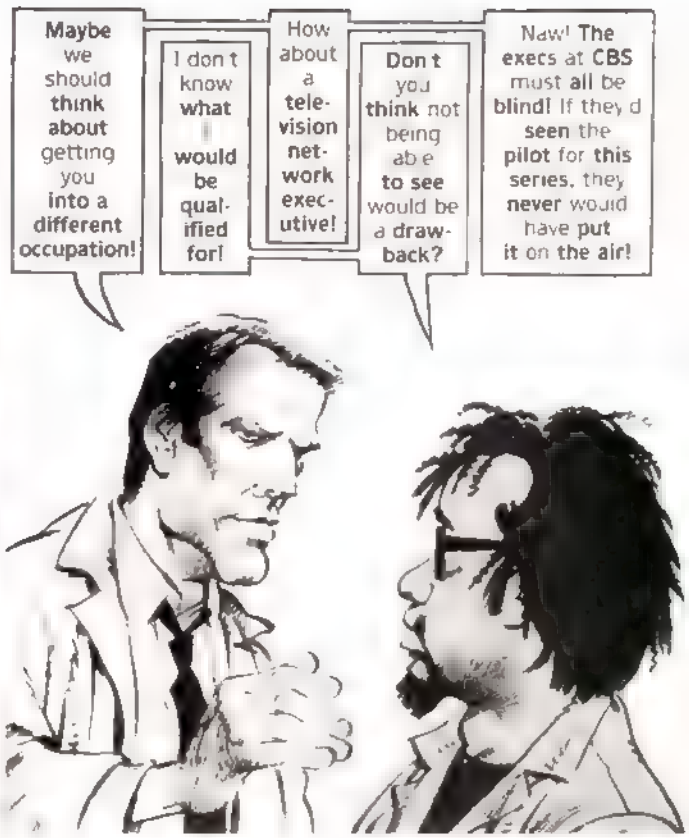
I'm **Fake**, the **proprietor** of the **newsstand** where Doctor Bicker buys an occasional **magazine!** Doc always **claims** he doesn't make much **money**, yet **every day** he hands me a **$100 bill** to change! At least he *tells* **me** they're **$100 bills!** Being **blind**, I have to **trust** him, but **sometimes** I have my **doubts** about his **honesty!** Yesterday he gave me a **$100 coin!** I didn't even **know** the mint **made $100 coins** — especially ones that **feel** just like a **regular quarter!**

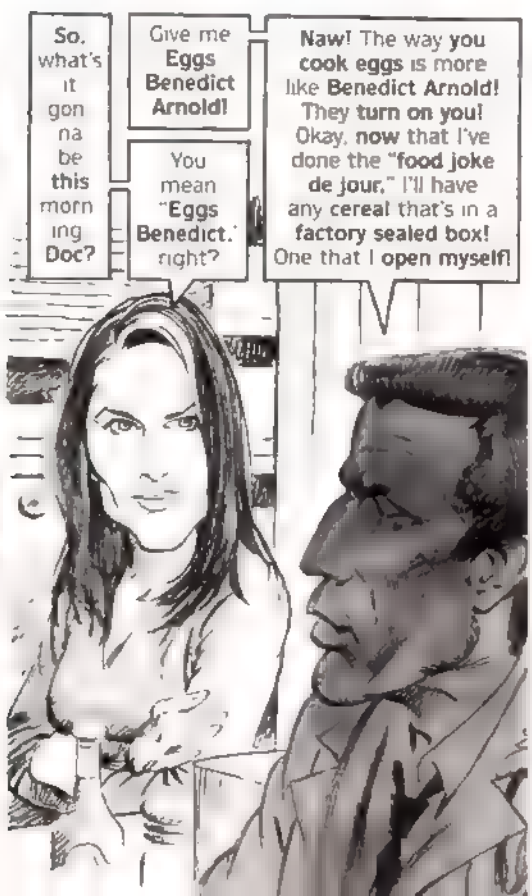
I'm **Barb**, sitcom character type 311 in the **sitcom writer's handbook!** If you're not **familiar** with the sitcom writer's handbook, I'll **explain!** Character type 311 is the **cheap, grumpy, wise-cracking landlord!** Yeah, you've seen my type **a million times!** Now, it's a **million and *one* times!** Bicker called me up here because it's **December** and his **office** is **ice cold!** My **hilarious** reply? "It's **December** and the **office** is **ice cold**...last **July** you **complained** that the **office** was **steaming hot!** Make up **your mind!**"

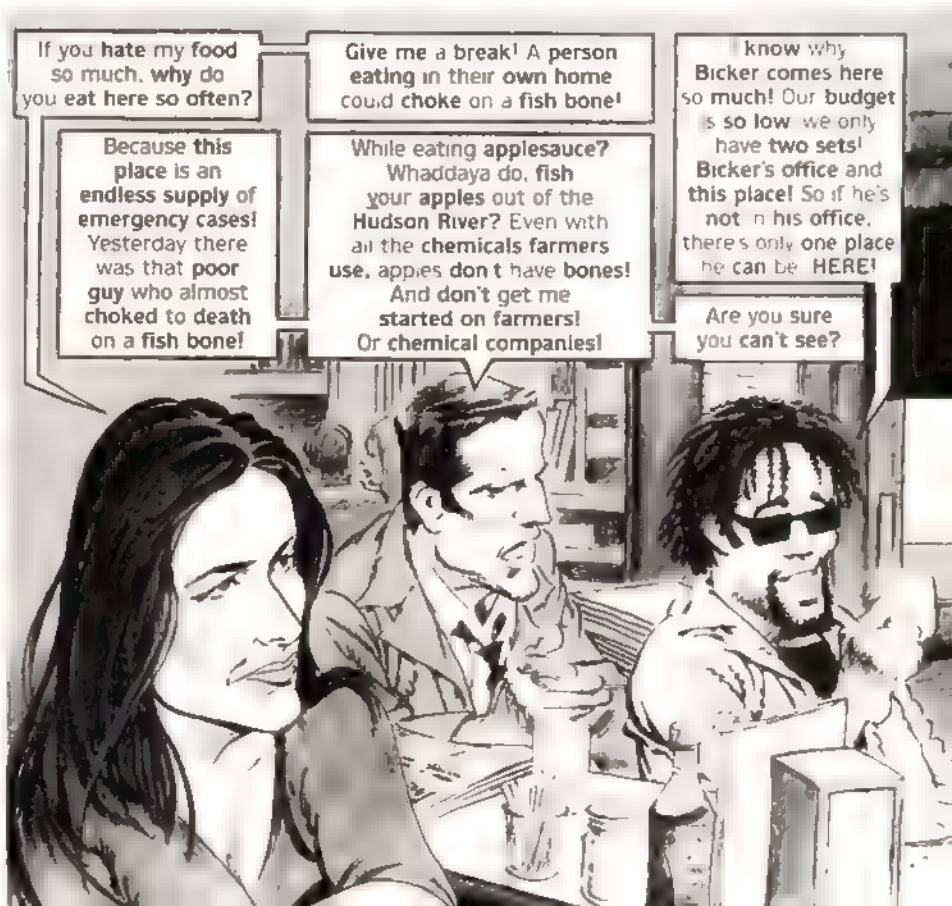
Bicker

ARTIST MORT DRUCKER WRITER DICK DEBARTOLO

How's business today, Fake?
Slow, as always! I can't figure out why I sell so few papers!
Well! I'm never one to give an opinion! But I'll tell you what I think! It's the location! Why did you decide to open a newsstand inside Veggie's restaurant?
My newsstand is inside the restaurant? I thought it was weird that the weather was 70 degrees all year with no wind or rain! I blamed Global Warming!
The truck that delivers the papers doesn't know you're in here either! That's why you don't sell many papers! You never get any to sell!

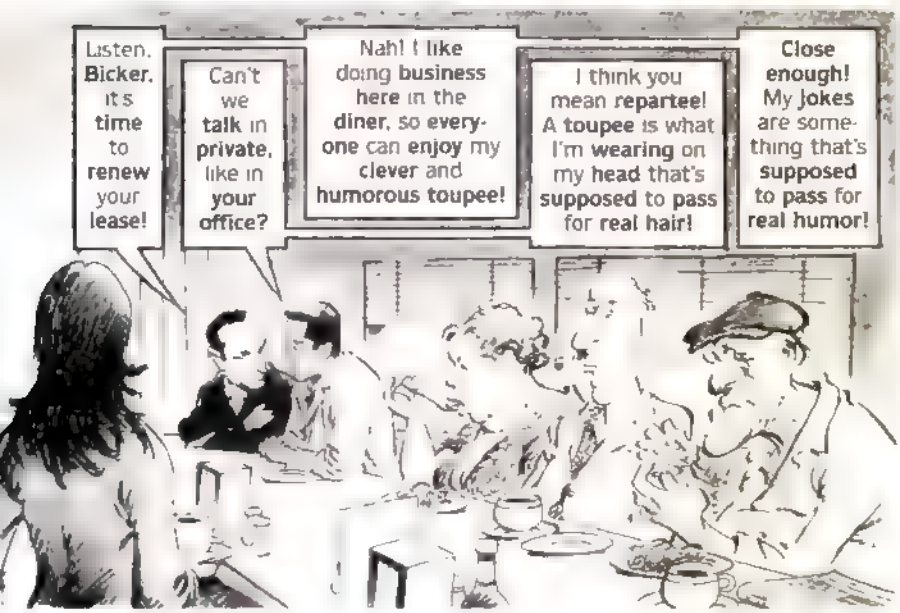

Maybe we should think about getting you into a different occupation!
I don't know what I would be qualified for!
How about a television network executive!
Don't you think not being able to see would be a drawback?
Naw! The execs at CBS must all be blind! If they'd seen the pilot for this series, they never would have put it on the air!

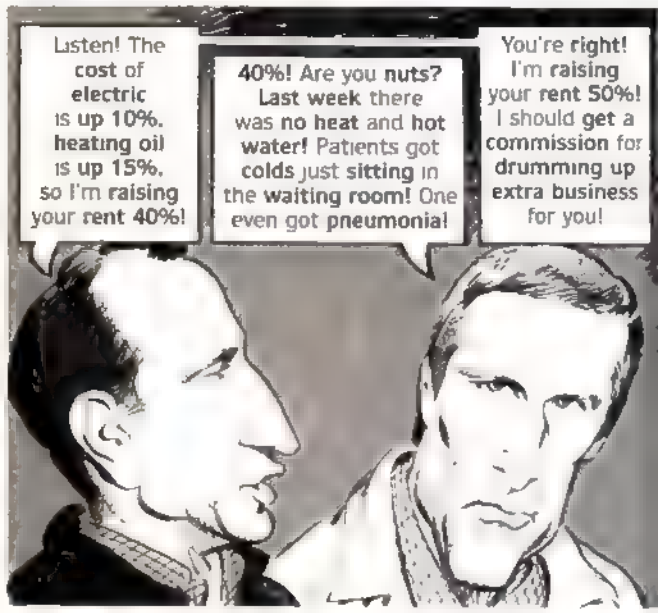

So, what's it gonna be this morning Doc?
Give me Eggs Benedict Arnold!
You mean "Eggs Benedict," right?
Naw! The way you cook eggs is more like Benedict Arnold! They turn on you! Okay, now that I've done the "food joke de jour," I'll have any cereal that's in a factory sealed box! One that I open myself!

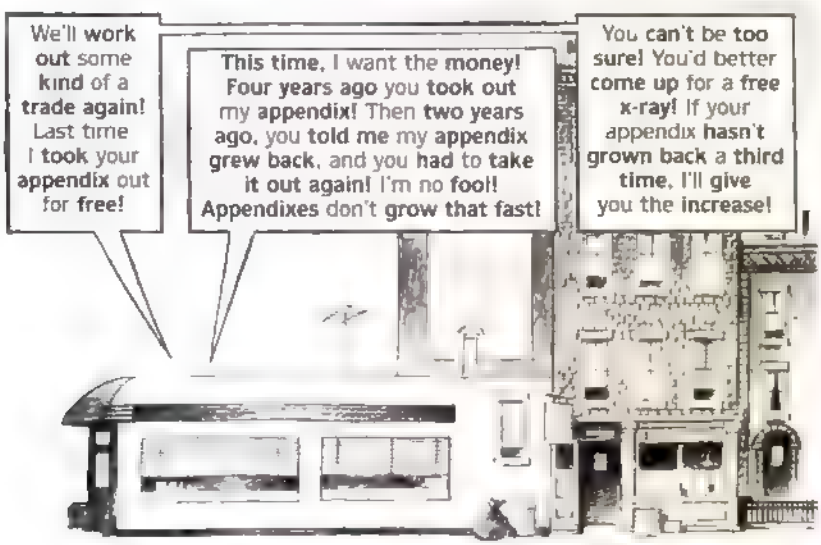

If you hate my food so much, why do you eat here so often?
Give me a break! A person eating in their own home could choke on a fish bone!
I know why Bicker comes here so much! Our budget is so low we only have two sets! Bicker's office and this place! So if he's not in his office, there's only one place he can be HERE!
Because this place is an endless supply of emergency cases! Yesterday there was that poor guy who almost choked to death on a fish bone!
While eating applesauce? Whaddaya do, fish your apples out of the Hudson River? Even with all the chemicals farmers use, apples don't have bones! And don't get me started on farmers! Or chemical companies!
Are you sure you can't see?

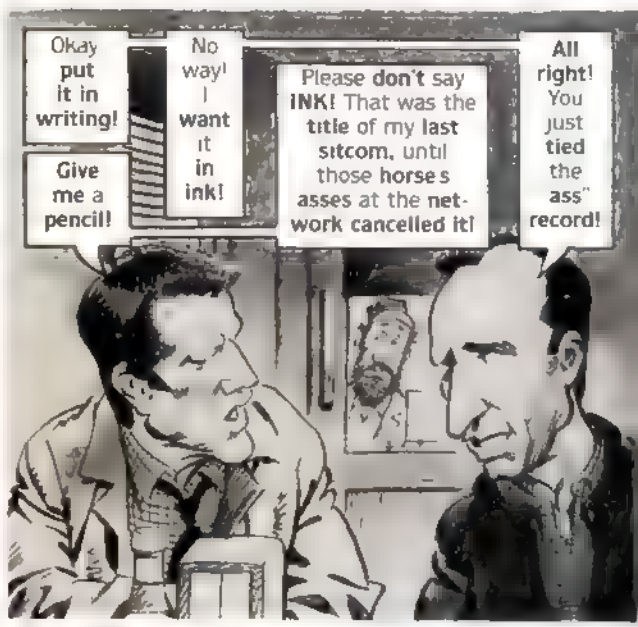
Doc I have some important business to talk to you about!
Don't bother me during my free time! Call my secretary, Loony!
I have! Every time I ask if you're in, she says she won't give out confidential information!
Now that's what I call a very loyal employee!
But every-time you strike out on a date, she gives me a full report!
That's it! I've got to fire her ass!

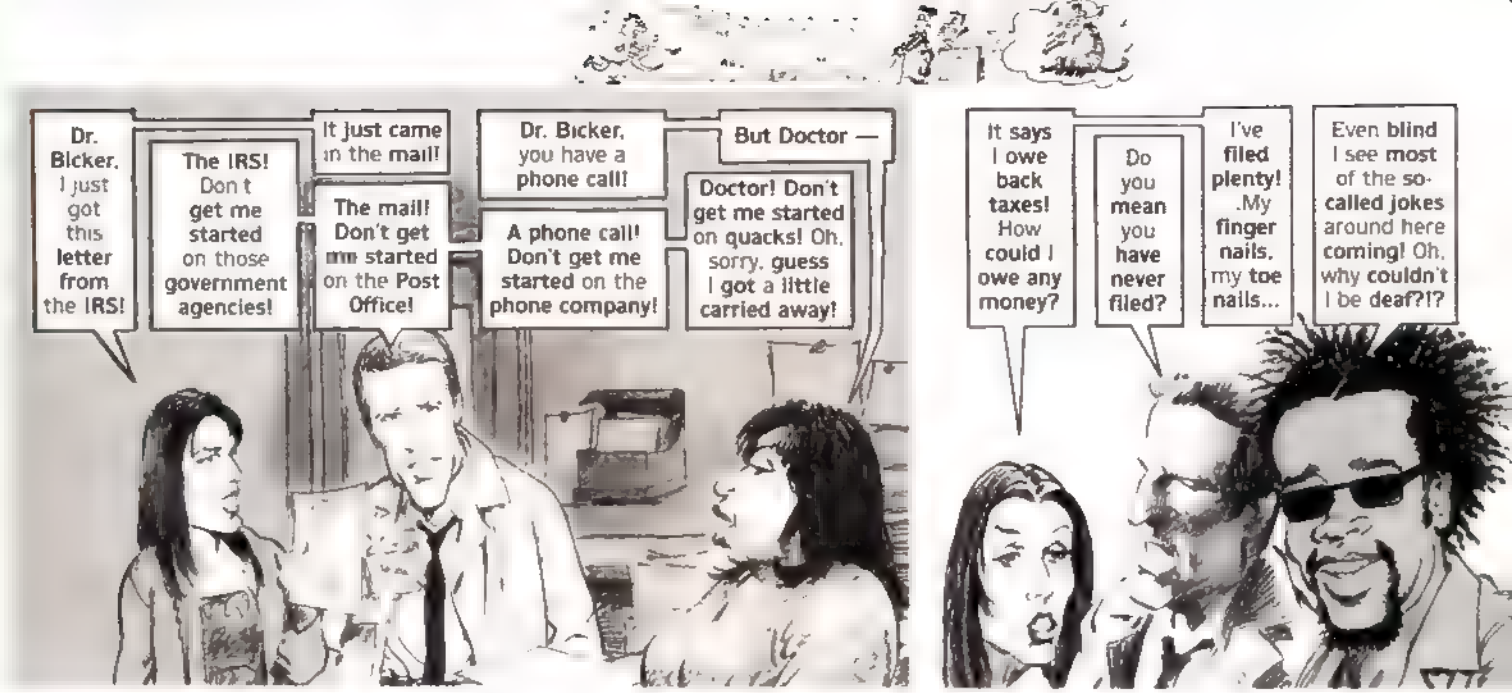
Well okay, that's one!
Huh? One what?
One use of the word "ass"! So far our record is seven "asses" in one episode!
Do you mean the cast? Because that'd be six "asses"!
No, I'm just counting the use of the word "ass"! You don't listen! Sometimes, you're such an ass!
Hoo boy! That's six uses and counting!

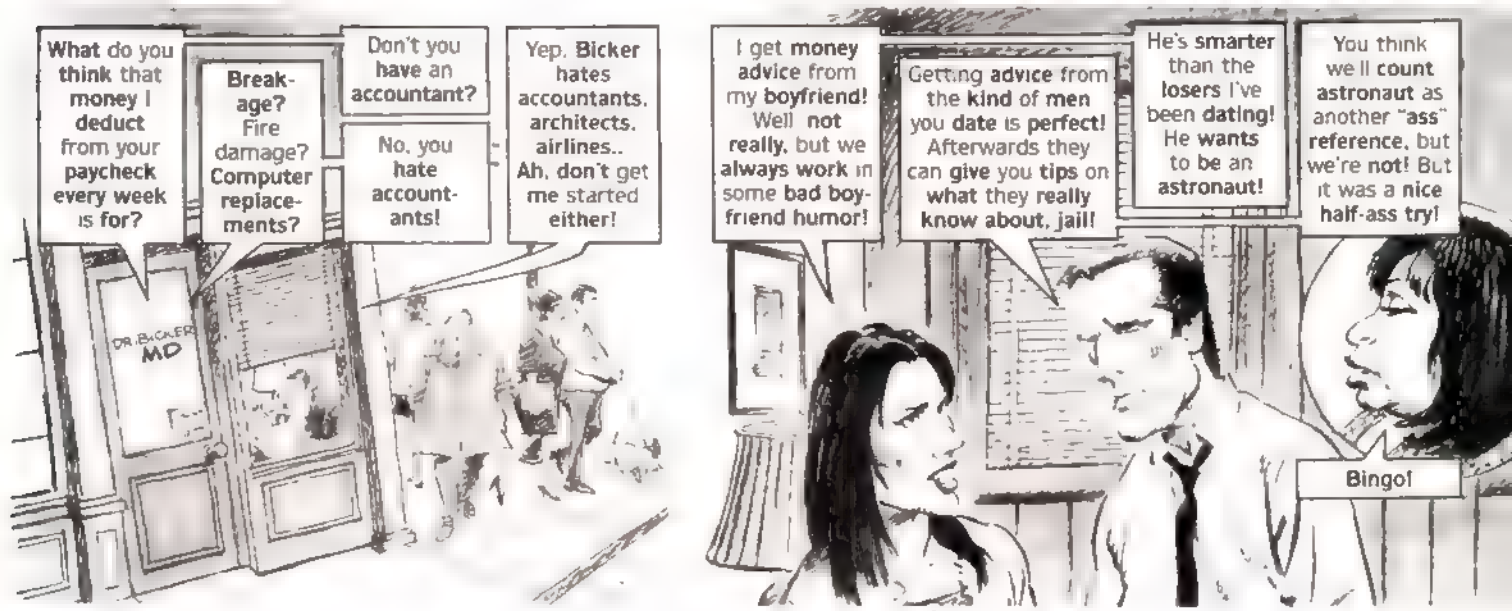

Listen, Bicker, it's time to renew your lease!
Can't we talk in private, like in your office?
Nah! I like doing business here in the diner, so everyone can enjoy my clever and humorous toupee!
I think you mean repartee! A toupee is what I'm wearing on my head that's supposed to pass for real hair!
Close enough! My jokes are something that's supposed to pass for real humor!


Listen! The cost of electric is up 10%, heating oil is up 15%, so I'm raising your rent 40%!
40%! Are you nuts? Last week there was no heat and hot water! Patients got colds just sitting in the waiting room! One even got pneumonia!
You're right! I'm raising your rent 50%! I should get a commission for drumming up extra business for you!

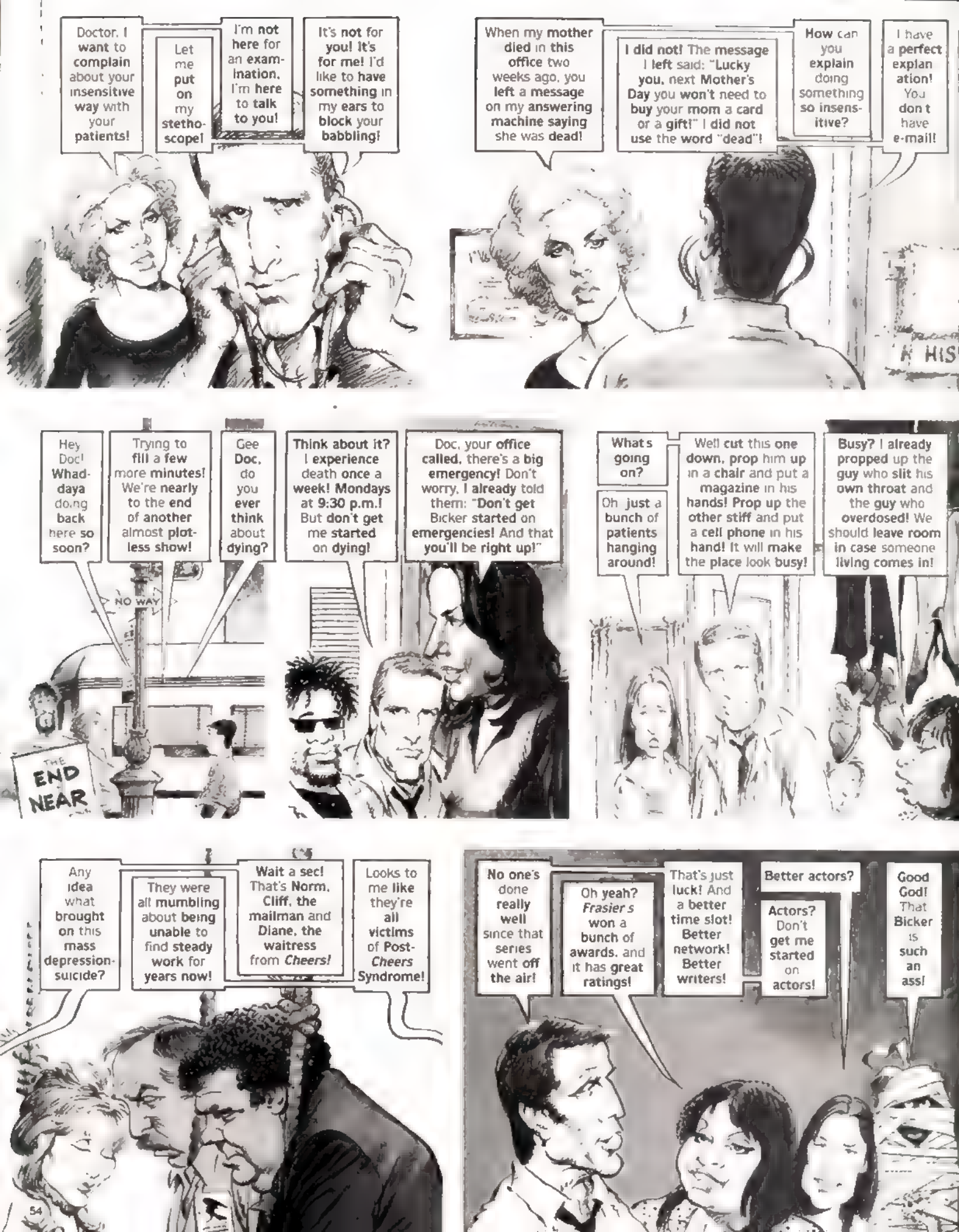

We'll work out some kind of a trade again! Last time I took your appendix out for free!
This time, I want the money! Four years ago you took out my appendix! Then two years ago, you told me my appendix grew back, and you had to take it out again! I'm no fool! Appendixes don't grow that fast!
You can't be too sure! You'd better come up for a free x-ray! If your appendix hasn't grown back a third time, I'll give you the increase!


Okay put it in writing!
Give me a pencil!
No way! I want it in ink!
Please don't say INK! That was the title of my last sitcom, until those horses asses at the network cancelled it!
All right! You just tied the ass" record!


Dr. Bicker, I just got this letter from the IRS!
The IRS! Don't get me started on those government agencies!
It just came in the mail!
The mail! Don't get me started on the Post Office!
Dr. Bicker, you have a phone call!
A phone call! Don't get me started on the phone company!
But Doctor —
Doctor! Don't get me started on quacks! Oh, sorry, guess I got a little carried away!
It says I owe back taxes! How could I owe any money?
Do you mean you have never filed?
I've filed plenty! .My finger nails, my toe nails...
Even blind I see most of the so-called jokes around here coming! Oh, why couldn't I be deaf?!?


What do you think that money I deduct from your paycheck every week is for?
Break-age? Fire damage? Computer replace-ments?
Don't you have an accountant?
No, you hate account-ants!
Yep. Bicker hates accountants, architects, airlines.. Ah, don't get me started either!
DR. BICKER MD
I get money advice from my boyfriend! Well not really, but we always work in some bad boy-friend humor!
Getting advice from the kind of men you date is perfect! Afterwards they can give you tips on what they really know about, jail!
He's smarter than the losers I've been dating! He wants to be an astronaut!
You think we'll count astronaut as another "ass" reference, but we're not! But it was a nice half-ass try!
Bingo!

Your two o clock appoint-ment is here, Doctor! It's Mrs Dunne!
That's why the floor was shaking! I thought it was an earthquake, but it's just old lardass showing up for her appointment!
Another "ass"! The Guinness Book of Records is in plain sight!
Doctor, I don't think you should talk about a patient like that! I know she's obese, but...
Obese? Try fat as a pig!
Then why take her on as a patient?
Because fat jokes are easy and easy targets are all we've got going for us on this show!
Do you make fun of thin patients, too?
Hell yes! Get me a patient so thin that I can just hold their ass up to the light to x-ray them!
Good Lord! Now I'm start-ing to lose count!


Doctor, I want to complain about your insensitive way with your patients!
Let me put on my stetho-scope!
I'm not here for an exam-ination. I'm here to talk to you!
It's not for you! It's for me! I'd like to have something in my ears to block your babbling!
When my mother died in this office two weeks ago, you left a message on my answering machine saying she was dead!
I did not! The message I left said: "Lucky you, next Mother's Day you won't need to buy your mom a card or a gift!" I did not use the word "dead"!
How can you explain doing something so insens-itive?
I have a perfect explan ation! You don't have e-mail!
Hey Doc! Whad-daya doing back here so soon?
Trying to fill a few more minutes! We're nearly to the end of another almost plot-less show!
Gee Doc, do you ever think about dying?
Think about it? I experience death once a week! Mondays at 9:30 p.m.! But don't get me started on dying!
Doc, your office called, there's a big emergency! Don't worry, I already told them: "Don't get Bicker started on emergencies! And that you'll be right up!"
NO WAY
THE END NEAR
What's going on?
Oh just a bunch of patients hanging around!
Well cut this one down, prop him up in a chair and put a magazine in his hands! Prop up the other stiff and put a cell phone in his hand! It will make the place look busy!
Busy? I already propped up the guy who slit his own throat and the guy who overdosed! We should leave room in case someone living comes in!
Any idea what brought on this mass depression-suicide?
They were all mumbling about being unable to find steady work for years now!
Wait a sec! That's Norm, Cliff, the mailman and Diane, the waitress from *Cheers!*
Looks to me like they're all victims of Post-*Cheers* Syndrome!
No one's done really well since that series went off the air!
Oh yeah? *Frasier's* won a bunch of awards, and it has great ratings!
That's just luck! And a better time slot! Better network! Better writers!
Better actors?
Actors? Don't get me started on actors!
Good God! That Bicker is such an ass!

GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will go from TRL to RIP!

THIS MONTH'S FUTURE HEAVENLY HOST:

CARSON DALY

CAUSE OF DEATH	ODDS
Kills self after realizing he's just Dick Clark minus six or seven decades	2:1
Has stroke trying to think up interesting new way of saying "Britney and Backstreet Boys still on top" 47 weeks in a row	5:1
Executed by MTV top brass for accidentally playing a video not on strictly controlled "rotation" list	10:1
Killed by bees in cross-promotion *Jackass* stunt gone wrong	15:1
Shredded to death by braces of rabid 'N Sync fans kissing him for keeping their video in the #1 spot	20:1
Shot in police standoff while refusing to vacate MTV studio at mandatory retirement age of 29	25:1

ARTIST: HERMANN MEJIA
WRITER: MIKE SNIDER

Real
Ad

WHAT SEEMS TO BE THE ONLY SAFE AND CONVENIENT AIR CARRIER LEFT?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

If you've flown recently, you know that you are taking your life into your own hands. Overworked air traffic controllers, shoddy maintenance, air rage incidents and delays, delays, delays all contribute to unsafe conditions for today's air travelers. There is, however, one carrier that has managed to steer clear of all these problems. To find out what it is, fold page in as shown.

FOLD PAGE OVER LEFT

FOLD BACK SO THAT "A" MEETS "B"

Air Link Service? It should be Air Stink Service!
Sardines are packed more comfortably.
My knees were up to my chin.
They always take off two hours late.
But they always seat us two hours early.
They cancel flights at the drop of a hat.
They must've dropped 100 hats this week.
My luggage arrived on time — at another airport.
Lucky! I got luggage lost last year.
AIR LINK SERVICE
GRRR
NATIONAL HOCKEY LEAGUE
PARIS
CHINA
STATEN ISLAND

HARDLY ANYONE ENJOYS FLYING NOW. IT'S A VERY POTENT MIX OF BAD SERVICE AND SOME CHARACTER'S BRILLIANT DESIGN FOR SEATING WITHOUT LEGROOM

ARTIST AND WRITER: AL JAFFEE

WHAT SEEMS TO BE THE ONLY SAFE AND CONVENIENT AIR CARRIER LEFT?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO THAT "A" MEETS "B"

HARRY POTTER'S BROOM

A B